



News Release

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Montebello Launches Coronavirus Small Business Assistance Program

Montebello, CA – The City is offering Coronavirus Small Business Assistance through an outreach program launched today. The city has partnered with the California Community Economic Development Association (CCEDA) to offer consulting and technical assistance to businesses whose operations have been negatively impacted by the COVID pandemic. Business operators may request assistance online at montebello.cceda.com or calling (323) 334-1236. Small businesses in the City with 2-50 employees are eligible for this program.

Participants receive CCEDA assistance to help them manage through this economic crisis, and identify and pursue economic recovery options, such as Economic Injury Disaster Loans (EIDLs) from the U.S. Small Business Administration (SBA). Funding for the program comes from coronavirus-related relief funds awarded to the City of Montebello by the U.S. Department of Housing and Urban Development (HUD).

René Bobadilla, Montebello City Manager, says, “Our City is not immune to the unprecedented economic harm this pandemic has inflicted upon the small businesses that drive our local and regional economy. This assistance program will provide vital aid to help small business operators access SBA programs, and other economic assistance that may emerge from future federal relief efforts.”

“As the pandemic enters its seventh month, small businesses and entrepreneurs have exhausted their savings and cash reserves, made tough cuts and decisions, leveraged or been turned down by federal programs or state unemployment assistance. The region has already lost thousands of small businesses to forced closures. Montebello is stepping in by offering help to preserve the City’s business community,” says CCEDA executive director Roberto Barragan.

CCEDA is a statewide membership organization comprised of community-based organizations working to improve the economic sustainability of their communities. CCEDA has also partnered with the cities of Burbank and Carson on similar programs.

About Montebello - Founded in 1920, Montebello is located eight miles southeast of downtown Los Angeles. Its history dates back to the days of the Franciscan missionaries and today boasts a full array of community services including parks and recreation, police, fire and one of the region’s largest public transportation systems, [Montebello Bus Lines](#). The city has a multi-cultural population of approximately 65,000 residents covering a footprint of approximately four square miles. For more information visit www.cityofmontebello.com or follow us on [Facebook](#) and [Twitter](#).

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