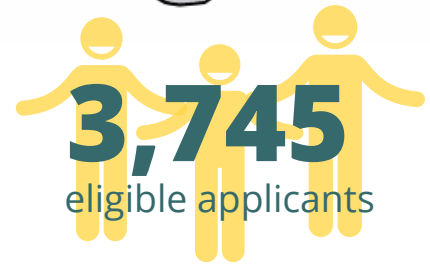
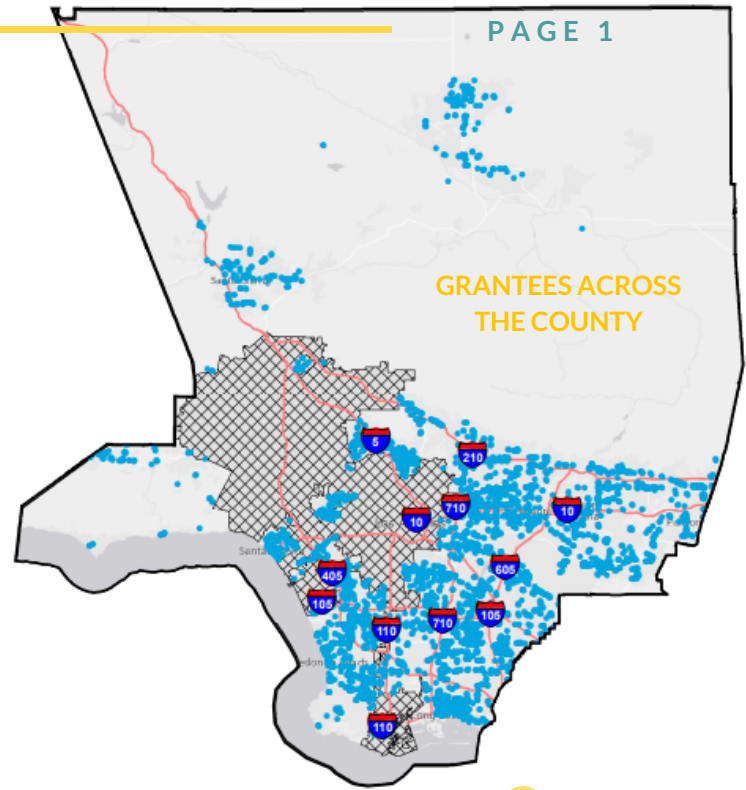


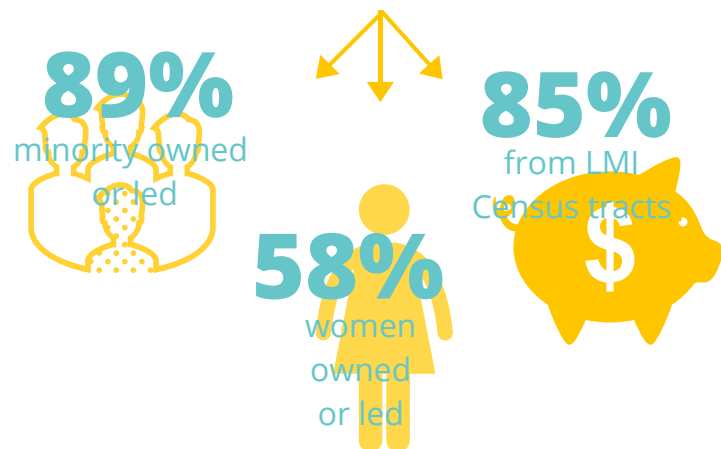
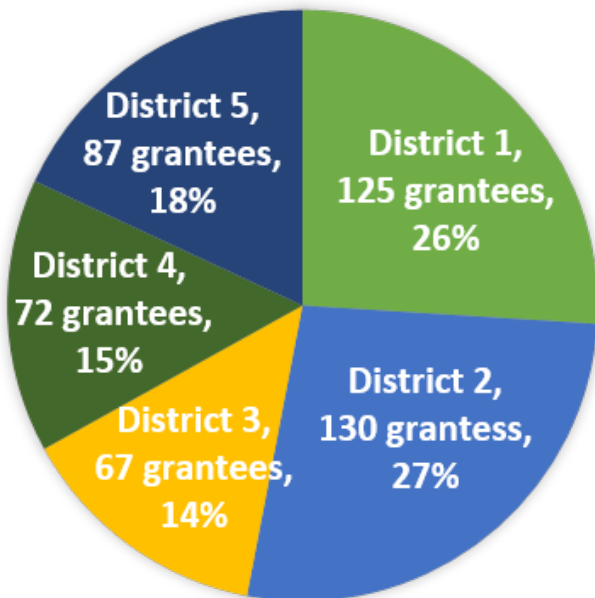
LA REGIONAL COVID FUND

Keep Our Shops on the Block

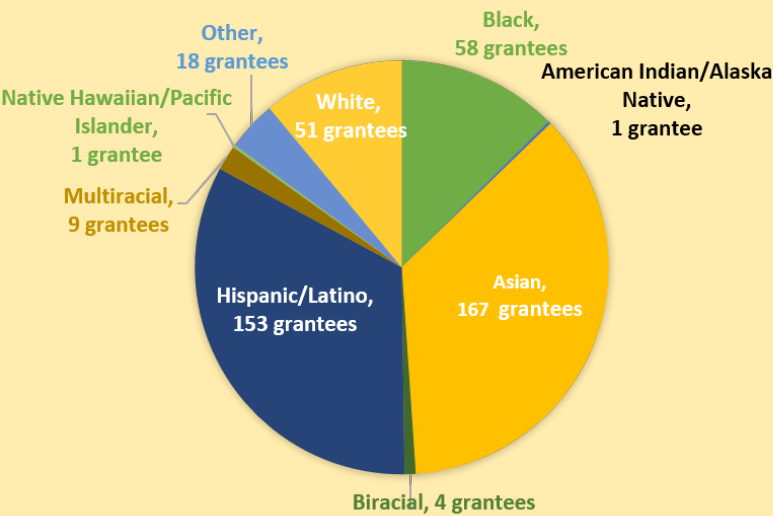
The Keep Our Shops on the Block: Personal Care & Retail Recovery Grant is the first of its kind in the County dedicated to supporting brick-and-mortar businesses within personal care and retail sectors. 481 small businesses, all located in the County of Los Angeles (excluding the City of Los Angeles), with annual revenues below \$1 million were awarded grants of \$10,000 each. Additionally, every grantee received free technical assistance through the Los Angeles SBDC or a registered WBC. Through personalized training sessions and grant capital, the Keep our Shops on the Block program helped to make our businesses stronger and more resilient.



Distribution of Grants Across County Districts

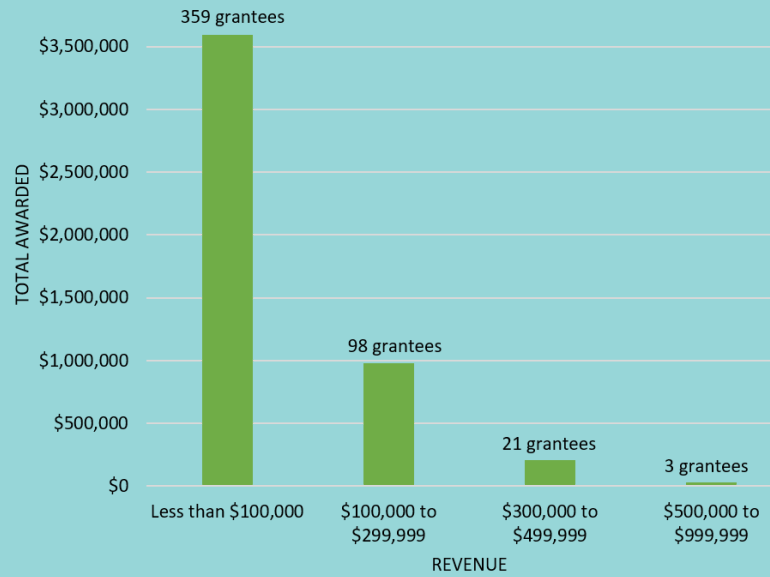


GRANTS BY RACE



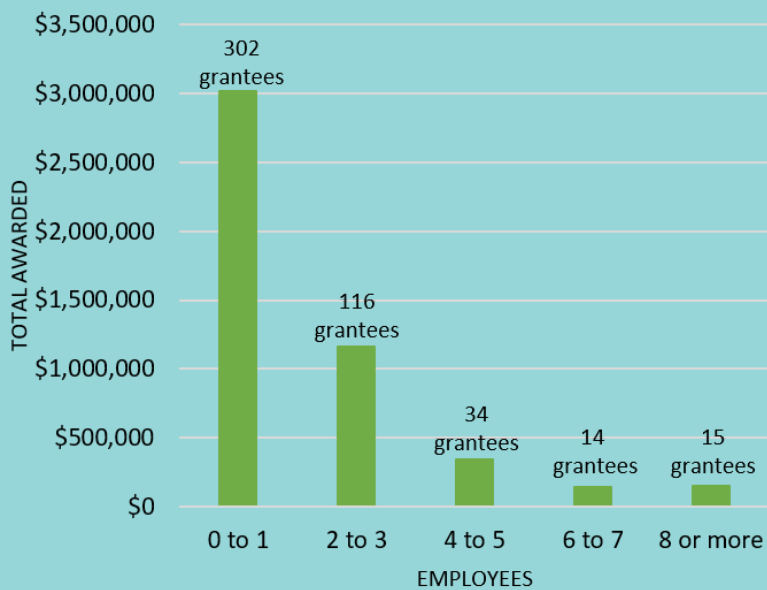
89% of grantees self-identified as being a person of color

GRANTS BY REVENUE



75% of grantees reported annual revenues below \$100,000

GRANTS BY EMPLOYEES



63% of grantees reported having 1 or fewer employees

GRANTS BY BUSINESS TYPE

Business Type	# Grantees	Total Awarded
Beauty salon	120	\$ 1,200,000
Barbershop	55	\$ 550,000
Other - Retail	51	\$ 510,000
Nail salons	48	\$ 480,000
Automotive or appliance repair shop	45	\$ 450,000
Hair Salon	38	\$ 380,000
Dry cleaners	29	\$ 290,000
Apparel or clothing store	18	\$ 180,000
Other - Personal Care	15	\$ 150,000
Flower shop	12	\$ 120,000
Acupuncturist	11	\$ 110,000
Community grocery store/market	9	\$ 90,000
Accessory store	6	\$ 60,000
Bakery	6	\$ 60,000
Esthetician office	6	\$ 60,000
Jewelry store	6	\$ 60,000
Variety discount store	6	\$ 60,000

46% of funding went to Beauty Salons, Barbershops and Nail Salons

These grants were funded by the County of Los Angeles and administered by LISC LA. The technical assistance was provided by the Los Angeles SBDC, Asian Pacific Islander Small Business Program, New Economics for Women, and Pacific Asian Consortium in Employment. We would like to extend a sincere thank you to our partners who made this grant program possible.



LOS ANGELES COUNTY
CONSUMER & BUSINESS AFFAIRS

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