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**FOR IMMEDIATE RELEASE**  
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## **City Initiatives to Support Local Businesses to be discussed at Mayor's Virtual Community Meeting**

SANTA CRUZ, CA – Mayor Justin Cummings, joined by Economic Development Director, Bonnie Lipscomb, will be hosting a free virtual community meeting this afternoon at 4:00 pm to share several initiatives, being led by the City's Economic Development Office, that are aimed at helping local businesses who have been impacted by Shelter-in-Place orders.

An update on the City's \$500,000 Resilience Microloan Program, opportunities for businesses to get free support to build websites, and efforts to provide businesses with much needed supplies as many begin to open their business today, will be provided.

"This is a challenging time for everyone, particularly for our local businesses," said Mayor Cummings, "working with local partners, the City is initiating innovative efforts to support our business community which plays a pivotal role in providing much needed services and goods for our residents."

Mayor Cummings has also invited Lifeguards to discuss how they are impacted by the beach closures and how the community can support their efforts to keep everyone safe.

Members of the community can join the meeting through <https://zoom.us> or by calling one of the following numbers:

+1 669 900 9128 or  
+1 253 215 8782 or  
+1 346 248 7799

The meeting ID is : 954-3790-9954

For more information on how the City is supporting local businesses during this time please visit [www.Choosesantacruz.com](http://www.Choosesantacruz.com).

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