



CITY OF DUBLIN

100 Civic Plaza, Dublin, California 94568

PRESS RELEASE

FOR IMMEDIATE RELEASE

Felicia Escover
Special Projects Manager
(925) 833-6650
felicia.escover@dublin.ca.gov

CITY OF DUBLIN LAUNCHES SMALL BUSINESS NAVIGATOR PROGRAM TO PROVIDE FREE TECHNICAL SUPPORT TO LOCAL BUSINESSES

DUBLIN, Calif., April 13, 2023 – The City of Dublin has announced the launch of the Small Business Navigator Program, a new initiative aimed at providing small businesses in the city with free technical support to assist with their sustainability and growth. The program is part of the City's Business Recovery Playbook and aims to provide timely, relevant, and specific support and expertise to local businesses.

"We are proud to support the Small Business Navigator Program as part of our Business Recovery Playbook and to help ensure that our local businesses have the resources they need to grow successfully," said Mayor Melissa Hernandez.

The Small Business Navigator Program is an innovative approach to addressing the concerns of the local business community. Hazel Wetherford, Economic Development Director for the City of Dublin, adds that, "The Small Business Navigator Program is a critical investment in our local businesses, providing them with the expertise and resources they need to succeed and thrive in the years ahead."

The program provides small businesses with access to qualified service providers in key functional areas, such as business planning and development, marketing and advertising, architecture and space design, technology consulting, and more. The program also provides legal services, human resources and management, financial guidance, and other general services.

To be eligible for the program, businesses must have a brick-and-mortar location in the City of Dublin, possess an active City business license, have less than 50 full-time employees, and be independently owned. Requests will be reviewed on a first-come, first-served basis, and accepted on a rolling basis until program funding has been exhausted.

The Small Business Navigator Program demonstrates the City's support of and commitment to its existing and future businesses. The program's objective is to address concerns and challenges raised by the Dublin small business community and provide a mechanism for ongoing small business support. The Small Business Navigator Program is an initiative of the Business Recovery Playbook and is funded by American Rescue Plan Act funds.

The Small Business Navigator Program is now accepting applications, which can be accessed on the City's website. To learn more about the program, the Office of Economic Development will be hosting a webinar for

local businesses on Thursday, April 27, 2023 at 12:00 p.m. via Zoom. Interested individuals may register at https://dublinca.zoom.us/webinar/register/WN_k_HVZD1DQ6KdcJ4JVf7HBg.

For more information about the Small Business Navigator Program and how to apply, please visit <https://dublin.ca.gov/SmallBusinessNavigatorProgram> or contact Felicia Escover, Special Projects Manager, at economic.development@dublin.ca.gov.

###