



For Immediate Release
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Supervisors Support Small Business Survival with \$100,000 “Challenge Grant”

Nevada City, CA – Today, the Nevada County Board of Supervisors unanimously approved an allocation of \$100,000 to support small, locally-owned businesses most impacted by the State’s orders to slow the spread of COVID-19. The Board action, sponsored by Board Chair Heidi Hall and Vice Chair Dan Miller, supports the Nevada County Relief Fund’s efforts to raise at least \$200,000, which will be distributed as grants to eligible businesses countywide.

“It is our hope that this ‘challenge grant’ will spur renewed giving to help those businesses who are not only struggling to survive but who have demonstrated their commitment to implementing the necessary public health guidelines to protect their customers, staff, and the larger community,” said Board Chair Heidi Hall.

Earlier this month, the Nevada County Relief Fund launched a “Small Business Winter Survival Campaign.” With the onset of colder weather and the holiday shopping season, many businesses find themselves battling to survive during these challenging times. This will be the fourth round of fundraising for the Relief Fund, which has raised nearly \$800,000 for small businesses and nonprofits. (The Board allocated its original \$100,000 “challenge grant” last April and another \$250,000 in State Coronavirus Relief Funds in July, which has been matched by approximately \$450,000 in local donations.) This round will be dedicated to for-profit businesses, who may apply for micro-grants up to \$5,000 that may be used for rent relief or other critical business expenses needed to stay open this winter. The application period opens tomorrow and will be due January 6, 2021.

“I applaud the Supervisors for making this challenge grant – by matching public dollars with local donations, we are building a bridge to help our small businesses survive this winter until more state and federal assistance arrives,” said Sherry Bartolucci, co-chair of the Nevada County Relief Fund’s Community Advisory Council.

With Sierra Nevada Memorial Hospital Foundation serving as the Relief Fund’s fiscal sponsor, donations may be made safely and are tax deductible. The grant application process will be administered by the Sierra Business Council, with oversight provided by the Relief Fund’s Community Advisory Council.

“Any size donation is welcome, but if 1,000 people each gave \$100, that would make a significant impact on whether dozens of local businesses make it through the winter,” said Julie Baker, Community Advisory Council member.

About the Nevada County Relief Fund

The Nevada County Relief Fund was created through a partnership between the County of Nevada, Sierra Nevada Memorial Hospital Foundation, Tahoe Truckee Community Foundation, the Sierra Business Council, Center for Nonprofit Leadership, and the Economic Resource Council.

The Fund was established in April 2020 with a \$100,000 “challenge grant” from the Nevada County Board of Supervisors to mitigate the impacts of the COVID-19 crisis by directing vital resources to our most vulnerable neighbors and support our small businesses.

Please consider making a tax-deductible gift today. For more information, please visit: www.nevcorelief.org/donate

To apply for grants, starting December 16, please visit: <https://www.nevcorelief.org/apply/>