



# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

May 7, 2021

### **City of Menifee Recognizes the Important Role of Small Businesses During National Small Business Week**

**Menifee, CA**—The City of Menifee recognizes the critical role that small businesses play in our community. To support Menifee small businesses, the Menifee City Council proclaimed May 2 – 8 as National Small Business Week at the May 5, 2021 City Council meeting. Small Business Week celebrates small business owners around the country and the outstanding service, innovation, and community benefits they provide.

Throughout the week, the City's Economic Development department is partnering with the Menifee Valley Chamber of Commerce in multiple virtual events and is running a social media campaign featuring important facts about the importance of small businesses in our community and nation and also featuring past Business Spotlight videos to highlight some of Menifee's own small businesses.

There are more than 31 million small businesses throughout the country. Menifee Economic Development Director, Gina Gonzalez, shared that "Entrepreneurs and entrepreneurial ventures are the driving force of the necessary creativity, innovation, and employment growth that leads City of Menifee economic development efforts. They provide the products and services that keep our city strong, and build opportunities and prosperity across the Southwest Riverside County region," Gonzalez highlighted.

The City of Menifee and the Menifee Valley Chamber of Commerce are committed to creating a nurturing business environment that encourages, supports, and develops entrepreneurs and solopreneurs through its partnerships and programming. Menifee Valley Chamber of Commerce Executive Director, Maneesha Jones, underscored that both "The Chamber and the City recognize that the entrepreneurial spirit of small business owners leaves lasting and direct impacts on the Menifee community."

The Menifee City Council proclamation closed by calling upon the citizens of Menifee to join in this observance and celebrate the accomplishments of Menifee's small business owners and their employees, and encouraged the development of new small businesses (which in general is defined as no more than 500 employees by the Small Business Administration) creating 21st century jobs, driving innovation, and increasing Menifee's regional and national competitiveness through the support and awareness of the impacts made by small businesses locally. The City also shared ways that community members can continue to show their support of local businesses, and help make Menifee the place that it is!

For more information on supporting Menifee's businesses, visit the Menifee Economic Development Department website at [www.MenifeeBusiness.com](http://www.MenifeeBusiness.com) or email [EconDev@cityofmenifee.us](mailto:EconDev@cityofmenifee.us).

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**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*