



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

November 17, 2021

## **Menifee Receives Inland Empire Economic Partnership Award for Business Retention and Expansion**

**MENIFEE, CA**— The City of Menifee is proud to announce its first-place win for Business Retention and Expansion for the Menifee Cares Small Business Relief Grant program. The award was given at the Inland Empire Economic Partnership (IEEP) 9<sup>th</sup> Annual “Turning Red Tape into Red Carpet” Awards.

The “Business Retention and Expansion” award was presented to the City of Menifee for their staff’s collaborative efforts during the pandemic to implement a citywide small business relief grant program. The Menifee CARES Small Business Relief Grant, provided through funding from the State of California CARES (Covid Aid, Relief, and Economic Security) funded 83 local Menifee mom and pop businesses with \$5,000 grants through four rounds of funding totaling \$415,000 for direct assistance with payroll, rent and PPE’s during the pandemic. Over 269 direct jobs were retained for these businesses that otherwise would have been lost during the pandemic and 96% of Menifee’s small businesses were saved from impacts of the pandemic.

“During the midst of one of the largest financial hardships for businesses in recent years, there was an opportunity for the City to step in and assist our businesses,” said Mayor Bill Zimmerman. “Local businesses are the heart of what make Menifee so special, and to be able to retain these businesses and employees was critical in a time of such uncertainty. My Council colleagues and I are grateful for City staff who worked in overdrive to ensure businesses received the funds and support they needed to remain open and retain local jobs.”

The City was also named IEEP’s runner-up for “Cooperation Among Cities, Counties or Agencies” for the Temporary Workforce Development Center and honorable mention amongst all entries in “Innovative Use of Technology” for the Automatic License Plate Reader program.

The IEEP is a regional economic development organization dedicated to improving the economic vitality of the Inland Empire for more than 30 years. The organization is focused on bringing jobs to the region, fostering economic opportunities, and enhancing the quality of life for residents of Riverside and San Bernardino counties. The IEEP’s Turning Red Tape into Red Carpet event honors agencies that have developed innovative ways to avoid bureaucratic red tape for the betterment of local economies and communities.

For more information on Menifee CARES, part of the Menifee FORWARD Shop. Support. Sustain. Campaign, please visit [Menifee Forward - MenifeeBusiness.com Economic Development](https://menifeeforward.com) or contact the Office of Economic Development at [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us) or 951-672-6777.

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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.*