

City of
San Bernardino
California

ECONOMIC DEVELOPMENT

MONTHLY NEWSLETTER

JANUARY 2024



HAPPY NEW YEAR

2024

From Economic Development

BUSINESS SPOTLIGHT



Brill's Shoes

Brill's Shoes, established in 1936 by Aaron Brill, is a family-owned business rooted in the local community of San Bernardino. A San Bernardino storefront was opened in 1964. Brill's Shoes has been a family shoe store with emphasis on children and comfort shoes since 1970. Today, Tanya Gardener and her three daughters continue the tradition of a family run shoe store offering the highest personal and professional attention to fit and service.

Brill's Shoes is located at [1367 East Highland Ave, San Bernardino 92404](#)

For more information, visit their [website](#).

"Shop Local SB" Program Update



Thank you to participating businesses and winners for making our first holiday season "Shop Local SB" program a resounding success. The "Shop Local SB" program encouraged the public to shop locally to support local businesses. The General Contest had seven winners and the Social Media Contest had one winner. Winning prizes were sponsored by local participating businesses.

[View winners here.](#)

Stay tuned for any future programs and follow us on [Instagram](#) for updates!

Events

January
10

Webinar: Dinner 'n Learn in Spanish with Antonio Martinez

The Asociacion de Emprendedor@s is hosting a Zoom webinar where participants will receive information about the new tax laws and credits for 2024.

Hosted by Asociacion de Emprendedor@s

[LEARN MORE](#)

January
11

California Competes Tax Credit Webinar

The California Competes Tax Credit Webinar provides an overview of the program, evaluation criteria, and step-by-step instructions through the application process.

Hosted by California Governor's Office of Business and Economic Development

[LEARN MORE](#)

January
16

Social Media Strategies to Engage Your Customers (Three-Part Series)

The U.S. Small Business Administration is hosting a three-part series on Social Media Strategies to help better engage customers. Tuesday, January 16th will focus on Facebook/Instagram Ads and more. Tuesday, January 23rd will focus on TikTok/Instagram Reels. Tuesday, January 30 will focus on Creating a Content Calendar for your business.

Hosted by U.S. Small Business Administration

[LEARN MORE](#)

January
18

Service-Based Startup

The Service-Based Startup is a four-week program designed to equip aspiring entrepreneurs with the knowledge and skills to establish and grow a successful service-based setup. Participants will delve into key aspects of business information, financial management, digital marketing, and sales strategy to build a strong foundation for their ventures.

Hosted by U.S. Small Business Development Center

[LEARN MORE](#)

January
24

Outsmart Disaster

The Outsmart Disaster Webinar will guide you through simple steps to build your business community plan in just 4 weeks. This webinar will include a Business Resiliency Roadmap, 4 follow up emails with weekly tasks, and how to build your step-by-step plan.

Hosted by California Office of the Small Business Advocate

[LEARN MORE](#)

January
25

Point in Time Count 2024

The PITC is a critical survey to secure grant funding, as well as other resources for local communities to assist individuals who are homeless or at risk of becoming homeless.

Hosted by City of San Bernardino and San Bernardino County

[LEARN MORE](#)

Grants & Funding

Governor's Office of Business and
Economic Development (GO-Biz)



CalCompetes@gobiz.ca.gov

[916-322-4051](tel:916-322-4051)

www.business.ca.gov

[Instructions/FAQs: www.business.ca.gov/calcompetes.aspx](http://www.business.ca.gov/calcompetes.aspx)

[Apply Here: www.calcompetes.ca.gov](http://www.calcompetes.ca.gov)

GO-Biz California Competes Tax Credits

GO-Biz will begin accepting applications for the California Tax Credit (CCTC) on January 2, 2024. There are \$164 million in tax credits available during this application period. Applicants will be analyzed based on fourteen different factors of evaluation, including number of full-time jobs being created, the amount of investment, and strategic importance to the state or region. The application submission deadline is Monday, January, at 11:59 p.m. (Pacific Time)

The American Dream Awards Grant

The American Dreams Award grant is available to all for-profit businesses operating in the United States. If you become a recipient the package includes



\$1,000 in funding, access to a small business accelerator, media coverage, and other perks.



Route 66 Extraordinary Women Mirco Grant Program (Round 2)

Through private fund-raising efforts and a major gift from the National Trust for Historic Preservation Preserve Route 66 Initiative, the Road Ahead Partnership will award up to \$60,000 via the Route 66 Extraordinary Women Mirco-Grant Program.

Latest News

New Real Estate Newsletter Launching

The Economic Development team is launching a new Real Estate Newsletter. The Real Estate Newsletter will include Real Estate Markets updates, resources, and news. Sign up today for upcoming updates or local Real Estate Markert opportunities.

[SIGN UP](#)

City of San Bernardino Opens Long-Awaited State Street Extension

The extension of State Street on the westside of San Bernardino has been completed and is now opened. The \$7.4 million project, initiated in the summer of 2022, involves the expansion of State Street from its termination point at Hanford Street by half a mile to the south, reaching Base Line. Subsequent stages of the project aim to further extend State Street beyond Base Line to Foothill Boulevard.

[LEARN MORE](#)

City of San Bernardino American Rescue Plan Act (ARPA) Grant Program

The City of San Bernardino anticipates hosting a second round of the Small Business Grant Funding.

Subscribe to our Economic Development monthly Newsletter or follow us on social media to stay up to date with announcements.

LEARN MORE

Business Spotlight

The City of San Bernardino is seeking a chance to highlight and recognize a local business in an upcoming newsletter. Complete the Business Spotlight form to participate.

JOIN NOW

Site Selection

Looking for available properties for your next development project or investment? The City's "Site Selection" tool provides a visual map and market analysis data for your next project.

LEARN MORE

Go SBCity

Go SBCity app offers several methods to communicate with the City.

A promotional graphic for the Go SBCity app. On the left, a blue background contains the text "Download Go SBCity The App That Gets Things Done!" followed by a bulleted list: "Submit Service Requests", "Who to Call at the City", "Social Media Links", and "Links to the Website". Below the list is a QR code and the text "Powered by GOGov" with Android and Apple logos. On the right, three smartphones are shown displaying the app's interface, which includes a "START REQUEST" button and links to "Knowledge Base", "Contact Us", "Facebook", "Twitter", "YouTube", "Instagram", and "Other Social Media". The background features a large, faint seal of the City of San Bernardino.

Download
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The App That Gets Things Done!

- Submit Service Requests
- Who to Call at the City
- Social Media Links
- Links to the Website

Powered by GOGov

START REQUEST

- Knowledge Base
- Contact Us
- Facebook
- Twitter
- YouTube
- Instagram
- Other Social Media

Book An Appointment

Schedule with the Small Business Development Center Now!



Need Help?

Get FREE business Counseling !

SCHEDULE APPOINTMENT

San Bernardino County

Business Services

- Free Human Resources Hotline
- Customized Recruitment Services
- Access to a large pool of screened job applicants
- Customized training programs
- On-the-Job Training funds
- Provide Tax Credit Information



LEARN MORE

Resources



U.S. Small Business Administration





SUBSCRIBE NOW!



CITY OF SAN BERNARDINO DEPARTMENT OF ECONOMIC DEVELOPMENT

Our team is prepared to offer endless opportunities to your business.

909.384.5357 | EconDev@sbcity.org



City of San Bernardino | 290 North D Street, 3rd Floor, San Bernardino, CA 92401

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