



City of Milpitas

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Milpitas Launches Small Business Spotlight Program

Milpitas, CA – August 21, 2020 – FOR IMMEDIATE RELEASE

Today, the City of Milpitas launched the Milpitas Small Business Spotlight Program to support the local economy through a “Shop Local” campaign. The program is designed to assist the diverse small businesses in Milpitas during the economic crisis caused by the COVID-19 pandemic.

The program will provide marketing and promotional support to fifteen small businesses with a 90-second professional video created by the Office of Economic Development. The Spotlight will be featured on the [City's YouTube Channel](#), as well as the City's [website](#), City's Office of Economic Development [website](#), and social media channels like [Facebook](#), [Nextdoor](#), and other promotional opportunities. Businesses will also receive a copy of the video for their own personal use.

In order to be eligible for the Spotlight program, businesses nominated must foster pride in the Milpitas business community, have a positive local impact, and must meet the following requirements:

- Milpitas-based retail, restaurants, and service sector businesses with physical storefronts that are publicly accessible without any charge, smoke free environment and provide direct sales or services to the general public;
- Demonstrate good standing with the City of Milpitas (i.e., valid active business license, no active code violations or code enforcement actions, no active police investigation matters or repeat calls for service (defined as more than 2 in a one-month period), and no outstanding taxes owed) and good active standing with the California Labor Commissioner's Office; and
- Have fewer than 50 employees.

Nominations for the Spotlight program will open on August 21st at 5:00 p.m. and must be submitted by September 21st at 5:00 p.m. Anyone may nominate a local business by filling out the nomination form on the [Spotlight program page](#).

The City will hold a lottery for the random selection of fifteen (15) eligible businesses on September 25th at 10 a.m. After the businesses are confirmed to be eligible by the City, they must sign a waiver release form in order to begin the video production process.

For more COVID-19 information and updates from the City of Milpitas, visit the City's [COVID-19 webpage](#). Milpitas-based businesses seeking government and financing resources, information on the Office of Economic Development's Virtual Business Assistance Center, and/or to sign up to receive Milpitas economic recovery updates, visit the City's [Office of Economic Development's COVID-19 Business Resource webpage](#). For any questions regarding the Spotlight program, please send an email to BusinessAssistance@ci.milpitas.ca.gov.

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Stay informed. Information is changing frequently:

City of Milpitas Coronavirus Webpage: [City of Milpitas Coronavirus Updates](#)

Public Health Website: <http://sccphd.org/coronavirus>

Public Health Facebook: <https://www.facebook.com/sccpublichealth/>

Public Health Instagram: @scc_publichealth

Public Health Twitter: @HealthySCC

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