



**For Immediate Release**

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**Contact:** Caleb Dardick  
Projects Administrator  
County Executive Office  
[Caleb.dardick@co.nevada.ca.us](mailto:Caleb.dardick@co.nevada.ca.us)  
530.557.5044 cell

**Nevada County Relief Fund Awards \$287,500 in “Survival” Grants to 73 Small Businesses**

*Nevada City, CA* – When the State announced the regional stay-at-home order last month to slow the spread of COVID-19, the Nevada County Relief Fund launched its’ “Small Business Winter Survival Campaign” to help the most impacted businesses survive. With the generous support of local residents and community leaders, the Nevada County Relief Fund raised \$287,500 in the last four weeks, which will be awarded today to 73 small businesses countywide.

“The County put up the \$100,000 ‘challenge grant’ right before Christmas, and this amazing community of ours matched it with \$112,000 in a matter of weeks,” said County Supervisor and Board Chair Dan Miller. “My wife and I ran a small business on Mill Street for years, so we know how hard it’s been for retailers, and how much these grants can help.”

Not only were the County funds matched by local donors, but the Town of Truckee allocated \$75,000, and the City of Nevada City chipped in \$1,000 to support these businesses and recognize their adherence to the necessary public health guidelines designed to protect their customers, staff, and the larger community.

“This is a challenging time for everyone, so I’m very pleased that we could support twenty-two Truckee businesses -- restaurants, bars, retailers, gyms, hair salons and barbers – who are the heart of our town,” said Truckee Mayor Anna Klovstad.

“We reached out to a lot of donors who were happy to help because they know, like I do, that we can’t afford to lose our vibrant, historic downtown merchants to this pandemic,” said Leo Granucci, Co-Chair of the Nevada County Relief Fund. “And together, our public-private partnership has raised and awarded \$1,017,400 to date.”

The Relief Fund issued forty-two \$5,000 micro-grants to businesses with employees, and thirty-one \$2,500 micro-grants to sole proprietors without employees.

When informed of her award, Barbara Martinez, owner of The Tack Room in Penn Valley, said, "This will allow us to pay our rent and to go on until we can re-open again in the red tier. I'd like to thank everyone that's donated to the Nevada County Relief Fund to help businesses. What a relief!"

News of the grant came just in time according to Kevin Salas, owner of Copy Center in Truckee. "The timing is really perfect in terms of helping businesses. This definitely helps us pay the rent and the utilities to stay open and keep on moving forward."

The Sierra Business Council (SBC) administered the grant application process with oversight provided by the Relief Fund's Community Advisory Council. SBC received nearly 180 applications representing over \$700,000 in requests. After evaluating each application for eligibility, staff generated a randomly selected list that was reviewed by the Relief Fund's Small Business Team to ensure geographic and business type diversity. While the applicants certified they were following state and local public health guidelines, County and municipal staff verified they were in good standing and had no records of complaints.

### *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.

With Sierra Nevada Memorial Hospital Foundation serving as the Relief Fund's fiscal sponsor, donations may be made safely and are tax deductible. Please consider making a gift today. For more information, please visit: [www.nevcorelief.org/donate](http://www.nevcorelief.org/donate)

### Round Four Small Business Micro-grants:

Alibi Ale Works, Truckee, \$5,000  
All Season Awards, Nevada City, \$2,500  
Aloha Healing Touch Massage, Grass Valley, \$5,000  
Aloha Massage, Truckee, \$2,500  
Alyssa Llach (stylist), Grass Valley, \$2,500  
Artists' Studio in the Foothills Art Center, Grass Valley, \$2,500  
Bless Nails and Spa, Grass Valley, \$5,000  
Blondies Salon, Grass Valley, \$5,000  
Bloom Salon, Grass Valley, 2,500  
Bowenwork For Health and Wellness, Nevada City, \$2,500  
Choquiero Chocolate, Nevada City, \$5,000  
Cindy Yuk Ng (stylist), Nevada City, \$2,500  
Clock Tower Records, Grass Valley, \$2,500  
Coffee And, Truckee, \$5,000  
Copy Center, Truckee, \$5,000



Crazy Horse Saloon and Grill, Nevada City, \$5,000  
Dragonfly Salon, Nevada City, \$2,500  
Embellish, Grass Valley, \$2,500  
Erin Sparhawk/Syn Salon, Grass Valley, \$2,500  
Baskin Robbins, Grass Valley, \$5,000  
Great Vibes Cleaning, Nevada City, \$5,000  
Heartwood Eatery, Nevada City, \$5,000  
His. A Gentleman's Sundry, Grass Valley, \$5,000  
India Oven, Grass Valley, \$5,000  
Kaido, Grass Valley, \$5,000  
KC Nails, Grass Valley, \$5,000  
Kristin Slade Hair, Grass Valley, \$2,500  
La Gastronomica, Grass Valley, \$5,000  
Little Truckee Ice Creamery, Truckee, \$5,000  
Loch Leven Lodge, Truckee, \$5,000  
Love and Lupines Floral Design, Truckee, \$2,500  
Madeline's Nail Care, Grass Valley, \$2,500  
Mane Attraction, Truckee, \$5,000  
Mary Benham Nails, Grass Valley, \$2,500  
Mi Pueblo Taqueria, Nevada City, \$5,000  
Moms & Minis, Grass Valley, \$5,000  
NC Kombuchary, Grass Valley, \$5,000  
Nevada City Ballet Academy, Nevada City, \$2,500  
Nicola B. Hair Studio, Truckee, \$2,500  
Novak's Menswear, Nevada City, \$5,000  
Pastime Club, Truckee, \$5,000  
Pete's Pizza & Tap House, Grass Valley, \$5,000  
Radiance Healthcare, Nevada City, \$2,500  
Reflections Hair Studio, Truckee, \$2,500  
Reflections Skin Oasis, Grass Valley, \$5,000  
Remedy Garden, Nevada City, \$2,500  
Salsa Sierra, Nevada City, \$2,500  
Sammy Jay's Salon, Grass Valley, \$2,500  
Satellite Spirits, Grass Valley, \$5,000  
Shear Bliss, Nevada City, \$2,500  
Shear Madness, Auburn, \$2,500  
Sierra Symmetry, Truckee, \$5,000  
Snowy Mountain Tattoo Co, Truckee, \$5,000  
Squeeze In, Truckee, \$5,000  
Summer Wood Skin Care, Truckee, \$2,500  
T's Nails, Grass Valley, \$5,000  
Tahoe Mountain Brewing Company, Truckee, \$5,000  
Terra Bella Salon, Grass Valley, \$2,500  
The Good Wolf Brewing Company, Truckee, \$5,000

The Hairshaft, Grass Valley, \$2,500  
The Massage Room, Auburn, \$2,500  
The Tack Room, Penn Valley, \$5,000  
The Yoni Temple, Nevada City, \$5,000  
Thirsty Barrel Taphouse & Grille, Grass Valley, \$5,000  
Tomahawkers Barber Shop, Grass Valley, \$2,500  
Tourist Club, Truckee, \$5,000  
Truckee Dance Factory, Truckee, \$5,000  
Truckee Massage & Wellness Center, Truckee, \$2,500  
Twelve 28 Kitchen, Penn Valley, \$5,000  
Watershed at the Owl, Grass Valley, \$5,000  
Wes the Barber, Grass Valley, \$2,500  
Zoe Jane Salon, Truckee, \$5,000  
Zuri Coffee, Truckee, \$5,000