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MEDIA RELEASE

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COVID-19 Recovery Fund Benefiting Minority-Owned Small Businesses Earns National Honors

National Association of Counties' Achievement Award Goes to LA County Consumer and Business Affairs, Which Provided \$100 Million to 7,000+ Businesses, Nonprofits through the Fund

LOS ANGELES – The National Association of Counties (NACo) has recognized the Los Angeles County Department of Consumer and Business Affairs (DCBA) and its partners with a prestigious 2021 Achievement Award in the category of Community and Economic Development for the LA Regional COVID-19 Recovery Fund.

At the direction of the Los Angeles County Board of Supervisors, DCBA, in partnership with the LA County Development Authority (LACDA), designed the Recovery Fund, a public-private partnership that leverages public dollars to increase the amount of funding and resources available for nonprofits and small businesses. DCBA engaged the City of Los Angeles, philanthropy, and the private sector to grow the fund to \$100 million and fund pre-application technical assistance.

“The grant helped my business to pay the rent and the bills and to keep us alive... to keep our dreams alive,” said grant recipient Monica Delgado, Owner of CY Fernando Beauty Salon.

A total of 8,500 hours of technical assistance were delivered in up to 15 languages to help small businesses apply for the Fund. The Recovery Fund disbursed nearly \$100 million in relief grants ranging from \$5,000 to \$100,000 to approximately 7,325 entities in the County of Los Angeles. Of these, 43% were women-owned, 80% were minority-owned, and 203 entities were veteran-owned.

“The recognition for this unique public-private partnership is greatly appreciated, but the greatest reward comes from being able to help the small



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businesses and nonprofits who most needed it during this pandemic," said DCBA Director Rafael Carbajal. "The goal was to equitably deliver as many resources as possible, in the most expedient manner. It has been particularly rewarding to see the impact of these efforts on those we serve."

DCBA and partners also received a [NACo 2021 Achievement Award](#) for launching the [LA County Disaster Help Center](#).

Since 1970, NACo's annual awards have honored innovative and effective county government programs that strengthen services for residents. Nationally, awards are given in 18 different categories that reflect the vast, comprehensive services counties provide.

The County of Los Angeles Department of Consumer and Business Affairs (DCBA) has served Los Angeles County since 1976. We serve consumers, businesses, and communities through education, advocacy, and complaint resolution. We work every day to educate consumers and small business owners about their rights and responsibilities, mediate disputes, and investigate consumer fraud complaints. We enforce the Minimum Wage and Rent Stabilization ordinances in unincorporated Los Angeles County. For more information, visit dcba.lacounty.gov.

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