

# City of Westminster



8200 WESTMINSTER BLVD.  
WESTMINSTER, CA 92683

PHONE: (714) 898-3311  
WWW.WESTMINSTER-CA.GOV

## PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Shaunna Hunter, Senior Management Analyst  
City Manager's Office  
(714) 548-3172

### **Westminster Small Business Expo Scheduled for February 27**

Westminster, Calif. – The City of Westminster, in partnership with the Small Business Development Center (SBDC) of Inland Empire and Orange County, will host the Westminster Small Business Expo on Thursday, February 27, 2025, from 8 a.m. to 2 p.m. at the Rose Center, 14140 All American Way, Westminster, CA.

“The City is excited to host this event in support of Westminster’s thriving small business community,” said Mayor Chi Charlie Nguyen. “With the upcoming Business Technology Grants available to local businesses, this expo is a great opportunity for entrepreneurs to connect with valuable resources that can help their businesses grow.”

The expo will provide small business owners and entrepreneurs with access to business resources, funding opportunities, and expert-led discussions. Sessions will cover securing funding, revenue growth strategies, and digital business development. Attendees will learn about upcoming Westminster Business Grant Programs designed to support local businesses and may receive grant application assistance.

#### Schedule of Events:

- 8 a.m. – 9 a.m. | Registration & Resource Fair (Refreshments will be served)
  - Attendees can check in, network, and explore exhibitor booths featuring local business resources, funding opportunities, and support services.
- 9 a.m. – 9:45 a.m. | Opening Welcome by Westminster Mayor Chi Charlie Nguyen
  - Mayor Nguyen will deliver opening remarks, highlighting the city’s commitment to supporting small businesses. Event partners will also provide an overview of the day's sessions.
- 10 a.m. – 10:45 a.m. | Session 1
  - Securing Funding Under \$100K: Preparing for a Loan and Understanding Your Eligibility

- Building an Effective Digital Presence: Marketing Strategies for the Digital Age
- 10:45 a.m. – 11 a.m. | Break
- 11 a.m. – 11:45 a.m. | Session 2
  - Hiring Help: Subsidies and Resources for Your Small Business
  - Increasing Revenue by 10%: Leveraging Marketing Trends and Effective Paid Advertising Strategies
- 12 p.m. – 1 p.m. | Lunch & Program: Doing Business in Westminster & Upcoming Grant Opportunities
  - Discussion on local business opportunities, city initiatives, and new grant programs available to Westminster businesses.
- 1:15 p.m. – 2 p.m. | Networking & Grant Application Assistance

Pre-Registration is recommended at: [Westminster-SmallBiz.eventbrite.com](https://www.eventbrite.com/e/westminster-smallbiz-2023-tickets-70254880000)

Free onsite parking is available for registered attendees.

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