

# City of Westminster



8200 WESTMINSTER BLVD.  
WESTMINSTER, CA 92683

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

## PRESS RELEASE

FOR IMMEDIATE RELEASE

April 1, 2025

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

### **Westminster Launches Level Up Marketing Grant Program to help Small Business**

Westminster, Calif. – The City of Westminster is excited to announce the launch of the 'Level Up' Marketing Grant, a new initiative designed to support local businesses in enhancing their digital and traditional marketing efforts. This grant program aims to help Westminster businesses expand their reach, attract more customers, and strengthen their brand presence in an increasingly competitive marketplace.

Through the 'Level Up' Marketing Grant, 20 eligible businesses can receive \$5,000 of financial assistance to invest in various marketing strategies, including website development, social media advertising, graphic design, signage, and other promotional efforts. By providing funding for these crucial business tools, the City of Westminster hopes to foster economic growth and support local entrepreneurs in achieving long-term success. To receive the grant, the business must apply online during the application period April 1 to April 16, submit all necessary forms through a secure portal, attend a one-on-one business consultation with an SBDC consultant, and attend 2 in-person and 2 virtual training sessions. Grant funds will be distributed upon completion of the program requirements.

"We are committed to empowering our local businesses and ensuring they have the resources needed to thrive," said Mayor Chi Charlie Nguyen. "The 'Level Up' Marketing Grant is an opportunity for Westminster businesses to enhance their visibility and connect with more customers, ultimately strengthening our local economy."

Businesses interested in applying must meet specific eligibility requirements, including having an active business license operating within Westminster and must be a brick-and-mortar business with at least 2 but not more than 100 employees. Applications will be reviewed on a first-come, first-served basis, and funding is limited to 20 applicants that fulfill all grant requirements. For more information on the 'Level Up' Marketing Grant, including eligibility requirements, program dates, and program details visit [www.westminster-ca.gov/businessgrants](http://www.westminster-ca.gov/businessgrants)

###