



NEWS RELEASE

FOR IMMEDIATE RELEASE

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City of Santa Rosa Launches Small Business Support Program with New Murals

Santa Rosa, CA - Several new murals around Santa Rosa are a part of the Small Business Support Program, focused on grants for façade improvement, placemaking, and parklet build-out in qualifying commercial districts within the City.

The primary goal of the City's Small Business Support Program is to encourage economic development and destination awareness of historically under-invested areas by enhancing the exterior appearance and commercial viability of storefront businesses in the City's commercial districts. Public art, like murals, contributes to economic vitality by attracting tourists, revitalizing areas, fostering community engagement, promoting cultural identity, increasing foot traffic, leveraging social media exposure, and creating event opportunities. Business and property owners approved through the program who opted to have public art installed, were paired with a non-profit arts organization who worked with the business to design public art on site and paid for by the City.

The City partnered with The Mural Project and Artstart, which are local non-profit arts organizations, to manage and implement the placemaking public art projects. A list of confirmed public art locations is listed below.

The Small Business Support Program also includes Facade Improvement Grants for eligible businesses to improve, enhance or restore the physical condition or appearance of a business and/or building. Businesses receiving funds will be announced within the next few weeks.

In accordance with the American Rescue Plan Act funding source, this program was designed to remove barriers and facilitate equitable access to funding for small businesses and property owners that were negatively impacted by the COVID-19 pandemic. Qualifying businesses were located within the Roseland commercial areas, along the Santa Rosa Avenue or Petaluma Hill Road commercial corridors, or in the downtown area; and met the definition of an Impacted Small Business; they had 500 employees or less, demonstrated a decline in revenue due to the COVID-19 pandemic, faced increased costs, had a lack of capacity to weather financial hardship due to the pandemic, and/or were challenged with covering payroll, rent or mortgage, and other operating costs during the pandemic.

More information can be found at [SRCity.org/3772/Small-Business-Support-Program](https://srcity.org/3772/Small-Business-Support-Program), or by contacting the City of Santa Rosa Economic Development Division at EconomicDevelopment@srcity.org or (707) 543-3080.

[The Mural Project](#)

Mike Chavez Painting

Street Address: 516 Santa Rosa Avenue

Barrel Proof Lounge

Street Address: 501 Mendocino Avenue

HD Barber Studio

Street Address: 989 Sebastopol Road

Shady Oak Barrel House

Street Address: 420 1st Street

The Astro Motel

Street Address: 323 Santa Rosa Avenue

Museum of Sonoma County

Street Address: 511 B Street

Daredevils & Queens

Street Address: 122 4th Street

ArtStart

Café Frida Gallery

Street Address: 300 South A Street

The Press Democrat

Street Address: 416 B Street

Santa Rosa Seafood

Street Address: 601 Elsa Drive

The Hattery

Street Address: 1240 Petaluma Hill Road

Dierk's Parkside Café

Street Address: 404 Santa Rosa Avenue

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