CITY OF MURRIETA

BACK TO BUSINESS GRANT PROGRAM REPORT

STRONGER TOGETHER

2020
MURRIETA CITY COUNCIL

Scott Vinton, Mayor

Christi White, Mayor Pro Tem

Johnathan Ingram
Council Member

Lisa DeForest
Council Member

Lori Stone
Council Member
INTRODUCTION

In July 2020, the City of Murrieta proudly launched its Back-to-Business Grant Program. Small businesses are the backbone of our economy, and their success is a City priority. To help Murrieta small businesses keep doors open, pay their leases and retain staff during difficult times, the City utilized Community Development Block Grant (CDBG) funding to establish a $250,000 grant program. These funds were intended to assist small businesses that were in peril with funding to keep them open and assist them in retaining their staff and maintaining their lease payments.

STRUCTURE

Through this program, the City invited businesses with 15 or fewer employees to apply for $10,000 grants on a first come, first served basis. Once a significant number of businesses met pre-approval criteria, the City closed its application portal.
ELIGIBILITY REQUIREMENTS

- Be a for-profit business physically located within the City
- Business must have an existing City business license
- The business has been located and operating in Murrieta for at least a year from the date of the application
- Business has 15 employees or less
- Business and owner must be in good standing with the City
- Business must be able to show a need for funding
- At least 51% of employees must meet income guidelines
AWARDED GRANTS

1. Chef’s Grille
2. Diamond Valley Insurance Services
3. Ann’s Classic Affairs
4. Eastman Auto Inc.
5. Murrieta University
6. Progressive Health Pro Inc.
7. Gryphon Fitness
8. Postal Annex
9. Elias Shoes
10. Enviromatch
11. Focus Displays
12. Destiny Boutique
13. Elite Nails
14. A Piacere Piano
15. Orchard Nails and Spa
16. MJ Hair Studio
17. The Zinnia Practice
18. All Society Barbers
19. Hot Springs Cleaners
20. No Pressure Washing Services
21. Rustic Events
22. Lex Hair Salons
23. Calvo Insurance Agency
24. Steel Nutz
25. Walk-Off Athletics

25 BUSINESSES SELECTED

$250,000 TOTAL AWARDED
The Chef’s Grill is a gourmet casual eatery, with dishes created by Chef Martin Corso.

24660 Jefferson Avenue Murrieta, CA 92562
www.chefsgrille.com
951.894.4040

“...Chef Martin is most excited about bringing all of his expertise to a pinnacle, right here in Murrieta at The Chef’s Grille.”
Diamond Valley Insurance Services is an independent agency that works to provide Business Insurance, Surety Bonds, Personal Insurance and Finance.

41856 Ivy Suite 108, Murrieta, CA 92562
www.diamondvalleyins.com
951.553.7400

“We see ourselves as an extension of every single one of our clients – your concerns are our concerns, your success is our success…”
Ann’s classic Affairs helps with every part of one's wedding, from picking dresses and tuxedos to decorating, venues and serving packages.

40477 Murrieta Hot Springs Road Suite D-10, CA 92562, www.annsclassicaffairs.com 951.566.7005
Eastman Independent Lexus & Toyota holds a certified team of technicians that can perform basic car maintenance to heavy repairs.

41665 Eastman Drive Suite 10, Murrieta, CA 92562
www.eastmanlexustoyota.com
951.600.1590
MURRIETA UNIVERSITY
CHILD DEVELOPMENT CENTERS

Murrieta University is a privately owned preschool and has been a part of the community since 1993. They encourage children to pretend, build, create, and discover while learning.

39840 Los Alamos Road Suite 14, Murrieta, CA 92562
www.murrietauniversity.com
951.698.5480
Progressive Health & Performance develops fitness and nutrition programs that help people achieve their goals safely and efficiently.

39400 Murrieta Hot Springs Road Suite 122A, Murrieta, CA 92562
www.progressivehp.com
951.394.1620

“Progressive Health Pro was born out of our passion to help those who need it the most.”
Gyphon Fencing & Fitness Studio encourages people to find excitement, challenge and personal fulfillment through the experience of archery and fencing.

24837 Jefferson Ave, Suite 201-202 Murrieta, CA 92562
www.gryphonfencing.com
951.365.3625

“We strive to create a community of athletes who are encouraging, practice good sportsmanship, and seek excellence.”
Postal Annex offers shipping, packaging supplies, private mailbox rentals, copy services, notary public services, office supplies and more.

"We are your neighborhood business service center, offering many needed services under one roof."

29910 Murrieta Hot Springs Road, Suite G Murrieta, CA 92563 www.postalannex.com 951.304.7311
Elias shoes make it their mission to find the perfect set of shoes to match people's feet.

25125 Madison Avenue Suite 107, Murrieta, CA 92562
www.eliasshoes.com
Enviromatch is a global firm with products focused on standard packaged water, water waste treatment units, and multi-million-gallon custom-built plants.

"Enviromatch strives to continuously provide its customers a first class customer service, training and technical assistance."

41571 Corning Place Suite 106, Murrieta, CA, 92562 www.enviromatch.com
949.340.2715
"Focus Displays is an award-winning exhibit house specializing in the turnkey design, fabrication & management of immersive trade show exhibits & experiential displays."

DESTINY BOUTIQUE

Destiny Boutique specializes in 100% natural cold processed soaps. Mixed together with base oils, lye, moisturizing oils and essential oils.

26019 Jefferson Avenue Suite D Murrieta, CA 92562 www.destinyboutique.com 833.568.3480
Nail shop in Murrieta offering full nail services for adults and children. Spa services also offered including waxing and eyelash extensions.

24679 Monroe Avenue, Suite 104, Murrieta, CA, 92562
951.696.3672
A Piacere Piano has educational services including piano, voice, songwriting, music production and vocal recording lessons and workshops for children K-12.

41581 Date Street, Murrieta, CA 92562 www.apiacerepiano.com 951.704.7420
ORCHARD NAILS AND SPA

“We’re a full-service nail spa that caters to each client’s unique style and personality. We hold ourselves to the highest standard and want only the best results for our patrons.”

27890 Clinton Keith Road Suite E, Murrieta, CA, 92562
www.orchard-nail-spa.business.site
951.301.9589

“Treat yourself to a luxurious experience; you deserve it! Our full-service nail salon makes your stress fade away.”
MJ HAIR STUDIO

40555 California Oaks Road, Suite 102, Murrieta, CA 92562
909.636.3570

MJ Hair studio specializes in color, cuts, hair extensions, and hair replacement.
“Therapy for successful women who struggle with anxiety and insomnia.”

41197 Golden Gate Circle
Suite 207, Murrieta, CA 92562
www.thezinniapractice.com
951.905.3181
ALL SOCIETY

“A welcoming place where women, men, and children can receive hair styling or barbering services. Walk-ins are always welcomed!”

25359 Madison Avenue, Suite 103
Murrieta, CA 92562 951.698.9995
HOT SPRINGS CLEANERS

“We clean, repair, and alter clothes, shoes, bags, and household items.”

40469 Murrieta Hot Springs Road, Suite G1, Murrieta, CA 92563 951.696.2900
“NPPW is a growing family-owned full service pressure washing, street-sweeping, and landscaping company, serving all parts of California since 2014.”

41880 Kalmia Street Suite 165, Murrieta, CA 92562
www.nppwservices.co 951.249.4410
“Servicing Southern California, we rent custom handmade farm house style tables, benches, and décor for your wedding or special event.”

26305 Jefferson Avenue, Suite A, Murrieta, CA 92562
www.rustic-events.com
951.795.1005
Lex Hair Salon

“Our Mission at Lex Salons is to embrace wellness & beauty as one entity. Prestige & luxury are one in the eyes of our artists...”

40956 California Oaks Road, Murrieta, CA 92562
www.lexsalons.com
951.698.1100

“Our culture is to provide service excellence for all of our guests – every service, every time.”
“At Farmers Insurance, J. Calvo Agency, we offer you the best Coverage, Customer Service, and Security for you and your family! Call today!”

24910 Las Brisas Road, Suite 105
Murrieta, CA 92562
www.agents.farmers.com/ca/murrieta/
javier-calvo
951.698.4818

“At the Calvo Insurance Agency, we pride ourselves on understanding your unique risks and building a personalized insurance package that works for you.”
STEEL NUTZ

Custom fabrication shop serving in Murrieta!

41795 Elm Street, Suite 102
Murrieta, CA 92562
www.steelnutz.com
951.894.1411
“Not only are we coaches, administrators, and staff, we are educators. While we strive to be successful on the field, we are preparing our athletes for their years beyond the diamond.”

41785 Elm Street, Suite 202, Murrieta, CA 92562
www.walk-offathletics.com
951.239.5634
The City of Murrieta congratulates all of the businesses that were awarded checks in this year’s Back-to-Business program.

Please stay tuned as we roll out the next round of small-business grants later in 2021!