



LOVE is not canceled!

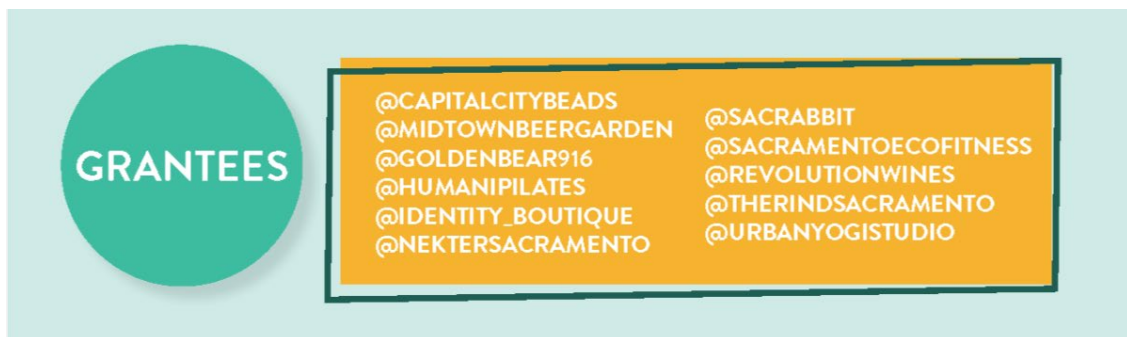
Love is not canceled in Midtown! Midtown Love is being demonstrated during this unprecedented time with generosity, creativity, and humanity throughout our city. Please take heart in reading about ways you can give back, resources to help you, and how are small businesses are showing incredible creativity with their virtual and to-go offerings during this time while complying with all regulatory agencies.

MICRO-GRANT program

Midtown Association launched an emergency micro-grant program in response to the COVID pandemic and subsequent impact that it's had on our business community. The goal of this grant program was to quickly infuse our local economy with much needed funds by supplementing innovative ideas that businesses in Midtown are developing in response to a decrease in their ability to operate.



11 micro-grants ranging from \$300-\$500 were awarded in order to support business ideas including online fitness classes, curbside pickup, food delivery services, online art tutorials, online cooking classes, clothing boutique same day delivery, prorated gift card matching, supplementing, staff, and more!



How you can help: Follow these grantees on Instagram to support and get involved in their upcoming programs or find your favorite business in Midtown online to purchase gift certificates to use at a later time.

GETTING creative

Businesses throughout the central city are working hard to keep their employees and families taken care of at this time. Need help staying busy at home, don't miss out on the Sacramento Republic FC's ['at-home activities for kids'](#) or download a Midtown Farmers Market coloring sheet [here!](#)

| AIOLI BODEGA | ALARO BREWING | BLISS MARKETPLACE | BURGER PATCH |
|--|---|--|--|
|  |  |  |  |
| <p>Offering produce, meat, toilet paper, and more for sale out of their restaurant</p> | <p>Curbside craft beers from Alaro and curbside pizza from Federalist (right across the alley!)</p> | <p>Doing live 'girls night' shopping on Facebook Live to show off their products</p> | <p>100% of profits will be donated to support local restaurants through the month of March</p> |

Business Spotlight: Don't miss the transformation of Aioli Bodega from a restaurant into a true market! Swing by for wine, beer, sandwiches, salads, greens, flour, toilet paper, and more. Thank you to Aioli for also limiting occupancy to 9 guests at a time! Check out [this Sacramento Bee article](#) highlighting Aioli's corner market!

COMMUNITY support



Mayor Steinberg and Region Restaurants have established [this GoFundMe](#) to help support the survival and reopening of our locally owned independent restaurants and bars, and Midtown Association is in support of this effort. Funds will be distributed to qualifying restaurants that apply. Funds are over \$17.9K at this time. How you can help: Visit the GoFundMe and donate, or support your local restaurants directly by ordering food to go.

DELIVERY options

A majority of Midtown local businesses and restaurants are switching over to curbside and/or delivery services. Follow [@exploremidtown](#) on social media or click [here](#) to view a list of businesses offering delivery. You can also check out delivery options directly through [Postmates](#), [GrubHub](#), [DoorDash](#), [PickUpFixe](#), [UberEats](#), [FoodJets](#), and [Caviar](#).

IMPORTANT resources

- [Raley's](#) and [Nugget Markets](#) are both hiring at this time.
- Midtown Association is hiring for a Safety Assistant, please email [Luis](#), Clean & Safe Manager, for more information.
- Facebook is offering \$100M in cash grants and ad credits for up to 30,000 eligible small businesses. [Sign up for their newsletter](#) to stay informed on grant information as it surfaces.
- The One Fair Wage Campaign has started a relief fund for restaurants and gig workers affected by the crisis. Learn more [here](#).
- Children of Restaurant Employees is providing help to restaurant workers who have been diagnosed with COVID and have a child at home. Learn more [here](#).
- Restaurant Workers' Community Foundation has started a COVID Crisis Relief Fund, apply and learn more [here](#).
- Employers planning a closure or major layoffs as a result of the COVID-19 impact on the economy can get help through the [EDD Rapid Response Program](#).
- Grubhub has set up a Community Relief Fund for those restaurants and workers impact by COVID. Make donations [here](#).

NEW updates

- California governor, Gavin Newsom, issued new state-wide directives for residents to “stay at home,” effective immediately, until further notice. Essential services will stay open such as pharmacies, grocery stores, takeout, and delivery restaurants, and banks, learn more here.
- Department of Alcoholic Beverage Control is temporarily suspending enforcement of specific legal prohibitions identified here.