



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Florence First: A Local Business COVID-19 Relief Grant

Florence, Alabama - Mayor Steve Holt, Florence Council Members, and the Planning & Community Development Department are pleased to announce the 37 grant recipients for the Florence First Grant. This grant is a new program designed to provide relief to small, local business owners in Florence from the financial impact of the COVID-19 pandemic. The primary goal of the "Florence First Relief Grant" is to offer special economic support to local businesses and provide assistance with a variety of expenditures such as mortgage or lease payments, utilities, payroll administration, and business inventory expenses.

Allegro Dance and Fitness
Ally Communications
Armosa Studios LLC
Blinds, Shades, and Shutters
Bragwell Barber Shop
Café 222
China Doll Hair Salon
Die Tech
Esther's Eatery
Florence Brazilian Jiu-Jitsu Academy
Geronimo Gymnastics, LLC
Gunrunner Hotel
Marigail's
Mefford Jewelers
Mitchell Printing
OCS Solutions
Odette
Party Pros

Pride Senior Care
Reclaimed Spirit Regal Nail
Safari Salon
Shoals Health and Fitness LLC
Shoals Nail and Spa
Shoals Theatre
Studio 23
Studio Nails and Spa
Sugarbakers
Sweetwater Paint
The London Shop
The Look
The Mailing Room
Unique Touch
Valley Broadcasting
Vogue Galleria and Salon
Williams Cleaners
Yumm Sushi and Beyond

Mayor Steve Holt conveyed his gratitude to all of our businesses, "We are very grateful to offer this needed assistance to our small businesses. There were hundred-twenty-seven applications with a total request of 1.6 million dollars—congratulation to the thirty-seven recipients. The City Council and Mayor's Office are pro-business. The grant funding is a way for us to give back to those businesses that have invested their lives and resources into our community!"

“Nearly half of the American workforce is employed by a small, local business. It is no secret these businesses are foundational to keeping our community, neighborhoods, and economy running strong. It is also no secret the multiple challenges these businesses are facing right now, and that every dollar counts,” expressed Planning & Community Development Director Melissa Bailey. The funding under the CARES Act allows “Florence First” to provide cost reimbursement grants to 37 small, local businesses to help bridge the gap during this extraordinary time.

All information about the Florence First program is available on our website: florenceal.org.

https://florenceal.org/departments/planning_and_community_development/florence_first.php