



## MENDOCINO COUNTY EXECUTIVE OFFICE

# ***NEWS RELEASE***

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TO: MENDOCINO COUNTY NEWS MEDIA

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**Ukiah, California: September 12<sup>th</sup>, 2025**

### ***County of Mendocino Announces New Microenterprise Technical Assistance Program***

The County of Mendocino (County) is pleased to announce the launch of its Microenterprise Technical Assistance Program as part of the County's continued effort to support local businesses, assist small businesses with staying competitive in the marketplace, and encourage locally led economic growth.

Eligible businesses will receive technical assistance to overcome key barriers to success—particularly those related to government regulations, permits, licensing, and other areas where small business operations intersect with government procedures. Through tailored one-on-one assistance, the County aims to streamline business interactions with local and state agencies, enabling entrepreneurs to focus on growth and innovation.

#### **How to Enroll in the Technical Assistance Program**

Implementation of the Microenterprise Technical Assistance Program begins on September 9<sup>th</sup>, 2025. Services are coordinated through the County's Economic Development Division. Microenterprises and entrepreneurs interested in receiving technical assistance can contact the Economic Development Division at (707)463-4441 or email [econdev@mendocinocounty.gov](mailto:econdev@mendocinocounty.gov) to review eligibility and services requested.

#### **About the CDBG Program**

The Community Development Block Grant Program is a federally funded initiative administered through the California Department of Housing and Community Development (HCD), designed to support community development activities that benefit low- and moderate-income residents.

Mendocino County continues to pursue opportunities to invest in economic development, please visit the [Economic Development Division webpage](#) to learn more.

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