



City of Grover Beach

NEWS RELEASE

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Grover Beach Expresses Gratitude for Local Businesses

Grover Beach, CA – As we reflect on this past year, the City of Grover Beach has a lot to be thankful for, especially its thriving local business community. The entrepreneurial spirit and resilience of the Grover Beach community is on full display as new and existing innovative ventures continue to prosper.

“Following the pandemic, we have all faced our share of challenges, but it has been inspiring to see our residents come together in support of our local businesses,” said Grover Beach Mayor Jeff Lee, “I commend all of our businesses for their ability to pivot to keep their doors open, and I thank them for their collaboration and commitment to our community.”

To support the local businesses that are vital to Grover Beach’s economy and communities, the City allocated funds it received from the American Rescue Plan Act (ARPA) to create the [Small Business Façade Improvement Grants Program](#). Grants were awarded to businesses affected by the COVID-19 pandemic and offered up to \$10,000 per business to improve their building exteriors and outdoor seating areas. Grant recipients include Apogee Brewing, Grover Station Grill, ManRock Brewing, Nan’s Pre-Owned Books, Perfetto Caffè, Pono Pacific Kitchen, Red Bee Coffee, Surfside Deli and The Spoon Trade.

The vibrancy of Grover Beach’s business sector is further reflected in the success of some noteworthy establishments. Grover Beach’s own Grover Station Grill earned the Business of the Year award at the South County Chambers of Commerce Annual Dinner and Recognition Awards. This prestigious recognition is awarded to one business throughout all of South San Luis Obispo County for significant contributions to the South County economy, community and/or workforce. Debra Ugalde was also awarded the South County Chambers of Commerce’s Youth Service Award for her Exploration Discovery Center, a facility dedicated to the education and cultural enrichment of Grover Beach’s children.

In addition to existing businesses’ milestones, the City continues to expand its economic base with 18 new businesses since January 2022. From new restaurants and record stores to cannabis retailers and cultivators, several industries have found a home in Grover Beach:

- Beyond Hello
- Catalyst Craft Salon
- Confidence Analytics
- Empower Yoga Studio and Community Boutique
- Jimmy D’s Spaghetti Joint
- Kind Furniture
- La Michoacana
- The Launch Pad



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- Legacy Village Wellness Centers
- Masterpiece Hair Salon
- Phantom Stranger Records
- Pono Pacific Kitchen
- Sandbar Surf School
- Second Chances Resale Store
- Sherwin Williams
- St Barnabas Thrift Store
- The Treasure Box
- Zacster's Hobbies and More

“As we continue supporting our businesses, we are also expanding the City’s economic development opportunities by attracting more visitors and tourism to our region through Visit Grover Beach,” said Grover Beach City Manager Mathew Bronson. “I would like to thank the South County Chambers of Commerce for their continued partnership, and I look forward to continuing this momentum in the coming years.”

Visit Grover Beach is a local nonprofit that showcases all the wonderful activities, attractions and amenities the City has to offer. Find them on Instagram at @visitgroverbeach or visit their website to subscribe for email updates: visitgroverbeach.com. For more information about local businesses in Grover Beach, visit the [South County Chambers of Commerce website](#).

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