



MEDIA RELEASE

For Immediate Release | June 29, 2022

Contact: [News Desk](#), (619) 667-1191

City Announces La Mesa Entrepreneurship Accelerator Program

Program aimed to assist entrepreneurs with grant funding to start brick and mortar businesses in La Mesa

La Mesa, CA – The City of La Mesa is launching the La Mesa Entrepreneurship Accelerator Program (LEAP) beginning July 1, 2022. LEAP is a robust business start-up training program designed to assist entrepreneurs in starting a brick and mortar business in the City of La Mesa by distributing up to \$20,000 in grant funds to new restaurant, retail, and other enterprises. The City is partnering with the East County Economic Development Council (ECEDC) and Small Business Development Center (SBDC) to offer the program.

“I am proud of this innovative program to encourage entrepreneurs to invest in La Mesa and enhance our economic development efforts,” said Mayor Mark Arapostathis. **“The pandemic brought so many challenges to business start-ups that offering LEAP at this time makes a lot of sense.”**

LEAP was approved by the La Mesa City Council and funded by the American Rescue Plan Act with goals to reduce the commercial property vacancy rate, provide hands-on training to local entrepreneurs, and encourage entrepreneurship in La Mesa. The program includes a beneficial training curriculum with concurrent individual advising sessions from qualified business advisors and an accountable case management system.

Entrepreneurs that complete the program can apply the grant funding to permit, licensing, and leasing start-up costs to assist in locating a business in La Mesa. The course curriculum will be conducted by highly qualified SBDC instructors at City of La Mesa facilities at convenient hours to accommodate work schedules.

Applications for the first cohort of entrepreneurs will be available on July 1, 2022, on ECEDC’s [website](#). Currently, an applicant interest form is available on the webpage to receive notifications and updates on LEAP. If you have questions about LEAP, please contact Lyn Dedmon, Assistant to the City Manager, at 619.667.1339 or by [email](#).

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