

**FOR IMMEDIATE RELEASE**

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**MAYOR**  
Deana Holiday  
Ingraham

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**East Point Recognizes Recipients of Small Business Grant**

*American Rescue Plan Act Funds Provide COVID Relief to 27 Small Businesses  
in East Point*

**EAST POINT, GA**-The City of East Point successfully launched its first Small Business Assistance Program utilizing funds through the American Rescue Plan Act (ARPA) to help 27 small businesses in East Point impacted by the COVID-19 pandemic get back to business. The total amount awarded for the program from ARPA was \$270,000. Each selected business was awarded \$10,000 to keep their doors open and serve the community.

“Our small businesses are the backbone of our local economy, and it is important that we provide continuous support,” said Mayor Deana Holiday Ingraham. “I am proud of our staff for successfully launching this program and being a beacon of hope for small businesses affected by the COVID-19 pandemic.”

The program was championed by Councilwoman Stephanie Gordon who thought it would be a good idea to utilize ARPA funds to assist small businesses impacted by the COVID-19 pandemic. From there, a Small Business Assistance Program committee made up of East Point staff was formed to design the program, review applications, score and evaluate each business. Applications were accepted in June of 2022 and closed in July. The program received a total of 43 applications. Scoring was based on required documentations such as financials and a statement of hardship, must be a business of 9 or less employees, East Point based, and provided a need for financial relief from the impact of COVID-19.

“The COVID-19 pandemic took a profound toll on the nation's economy and adversely impacted several small businesses in East Point,” said Councilwoman Stephanie Gordon. “I'm grateful that our Small Business Grant program has provided essential funding to aid in keeping small businesses afloat during these unprecedented times.”

The recipients were recognized at the November 7<sup>th</sup> East Point City Council meeting by the committee members which consist of Taffini Guffie (Senior Management Analyst), Saasha Demps (Assistant to the City Manager), Yolanda Broome (Contracts & Procurement Director), Shaquita Barnes (Grants Manager), and Maceo Rogers (Economic Development Director). Patricia Mosely owner of Lerod Southwest Enterprises, LLC., shared how the funds impacted her business which provides property management and janitorial services.



“When you bid on a contract now they want everything to be COVID related and have certain materials and I didn’t have them,” said Patricia Mosely, owner of Lerod Southwest Enterprises, LLC. “I was struggling trying to figure out how to get them and this grant came along at the right time and I was in the right place. Now I can bid with the other companies.”

The selected businesses are required to report to the City how they plan to utilize the funds by December 31<sup>st</sup>. The following businesses were awarded funding through the City of East Point’s Small Business Assistance Program:

- ATOC 24 Hour Mobile Services
- B&P Studios
- Ballethnic Dance Company
- Big Top LLC
- Car Jock Mobile
- Castle Group Consultants LLC
- Extension Blow Dry Bar
- Got Broke Glass, LLC
- Griffin Fitness LLC
- Huff Tax LLC
- Ivy League Extensions
- Jade Array, LLC
- Lerod SW Enterprise
- Melissa L. George
- Middlebrooks Heating & Air
- OMG Booth
- Plated Pleasures Private Chef
- Silver's Delight
- SlipSquad
- Starr Stage
- STK Events
- Taco Pete, Inc.
- The Rich & Poor
- Totally U Salon
- A Family Foot & Leg Care
- Tresses of Dior Salon LLC
- Vital Balance Massage & Bodywork LLC

### Photos

*IMG\_7063: Senior Management Analyst Taffini Guffie speaking before East Point City Council about the success of the Small Business Assistance Program. She is joined by Economic Development Director Maceo Rogers and Contracts & Procurement Director Yolanda Broome.*

*IMG\_7067: Patricia Mosely, owner of Lerod Southwest Enterprises, LLC. stands before East Point City Council to share how the Small Business Assistance Program helped her business.*

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**Office of Communications**

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**About The City of East Point**

*The City of East Point is approximately 14.7 square miles with a population of over 38,000. Located southwest of Atlanta, East Point is conveniently located minutes away from Hartsfield-Jackson International Airport. This quaint urban community's prime location, numerous retail, and great restaurants make it an attractive place for a "live-work-play-shop-stay" environment because there's no point like East Point. For more information about the City of East Point visit [www.eastpointcity.org](http://www.eastpointcity.org). Also like us on Facebook at [www.facebook.com/cityofeastpoint/](https://www.facebook.com/cityofeastpoint/) and follow us on twitter @cityofeastpoint, snapchat @cityofep1, or instagram @cityofeastpoint.*





