

Outsmart Disaster Press Release

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CALED & EDA Pivot to Partner with PCR to Support Business Resiliency in Los Angeles

Sacramento, CA – The California Association for Local Economic Development (CALED) is pleased to announce pivoting funding from a U.S. Economic Development Administration (EDA) grant under The California Academy for Economic Development (The Academy) to support technical assistance services for small businesses affected by the recent fires in Los Angeles County. The grant is part of an effort to help businesses be more resilient and plan for disruptions under a program called Outsmart Disaster.

To support businesses in Los Angeles County, The Academy is partnering with PCR Business Finance (PCR) to help businesses apply for funds and get technical assistance to plan for resilience and sustainability. This effort is being implemented through a program managed by the California Office of the Small Business Advocate (CalOSBA), which operates under the Governor's Office of Business and Economic Development (GO-Biz).

“This is a strong example of how we’re leveraging our partnerships across the state to respond to the needs of small businesses,” said Dr. Tara Lynn Gray, Director of CalOSBA. “CalOSBA is proud to support Outsmart Disaster and ensure businesses in LA County have access to the resources they need to recover, rebuild, and thrive.”

The collaboration highlights the commitment of CALED and EDA to mobilize resources in response to local economic disruptions. The program not only addresses immediate recovery needs but also prioritizes state-supported small business initiatives.

“CALED is grateful to EDA for their support and proud to partner with PCR and CalOSBA on this important effort,” said Gurbax Sahota, President and CEO of CALED. “Small businesses are the backbone of any economy. Through this initiative, we are all directly supporting efforts in Los Angeles County to help Southern California economies recover from the devastating wildfires.”

As sub-recipient, PCR will provide technical assistance and support for those businesses affected by fires including creating a disaster page on PCR's website, collaborating with CALED members in the affected fire area, conducting various multimedia and multilingual outreach efforts, providing one-on-one coaching, hosting workshops, and assisting businesses apply for grants and loans.

“At PCR Business Finance, we strive to create opportunities for small businesses in Los Angeles County and beyond to excel,” said Mark Robertson Sr., President and CEO of PCR Business Finance. “By partnering with CALED to implement an Outsmart Disaster program as part of CalOSBA's work in this area, we are furthering our vision of providing economic access and prosperity to small businesses and communities most in need.”

This joint effort exemplifies the power of cross-sector collaboration in enhancing California's economic resilience. For more information, contact Helen Schaubmayer, helen@caled.org, with

CALED or Colette Moore, Director, cbmoore@pcrsbdc.org, and China Naylor, Associate Director, china.spikes@pcrcorp.org, with PCR's SBDC.

About CALED

The California Association for Local Economic Development ([CALED](#)) is California's premier economic development association. With about 1,000 members, it is one of the largest economic development associations in the country, which is why we refer to our membership as California's Economic Development Network. Since 1980, when it was created, CALED has led the way in teaching economic developers, local elected officials, and state representatives the value of economic development and how it is used to grow businesses, generate revenue to support community development programs, and retain and create quality jobs.