

GO LOCAL OFFERS fifth year of Local Business Resiliency Fund, HAVING SUPPORTED 60+ LOCALLY OWNED businesses and nonprofits

Rohnert Park, CA, August 30, 2025—Sonoma County GO LOCAL, a 15-year strong co-op network of locally owned, independent businesses and nonprofits, added a Local Business Recovery Fund (now the Local Business Resiliency Fund) to their offerings in 2020, amidst the devastating impacts to locally owned businesses of health and environmental crises.

The Resiliency Fund was created to offer a modest but now-proven added layer of support to businesses affected by loss of sales from these events and has supported over 60 businesses and nonprofits over the last three years. GO LOCAL is committed to raising sponsorship support for a fifth year in 2025 and hopes to make this an annual offering.

Participating locally owned Sonoma County businesses can use the funds to improve their marketing presence, reach customers and recover sales in a much more affordable way. Businesses who apply must be ready to commit either \$500 or \$1000 of their own capital to receive matching funds that can be spent on an extensive menu of GO LOCAL's marketing and advertising offerings.

Matching funds for this program have been supplied entirely by local business sponsors Exchange Bank and Friedman's Home Improvement. GO LOCAL is currently seeking sponsors for the 2025 Local Business Resiliency Fund through the end of July.

Bliss Organic Day Spa owner Melena Moore notes, "I received matching funds with GO LOCAL's Local Business Resiliency Fund in the fall of 2021, and it was helpful to my business because we really needed to enter the post-quarantine economy strong, and marketing is so key to our continued success and staying power. I'm so grateful for my relationship with Janeen and the GO LOCAL family - they have the resources and connections I need to compete locally for my financial sustainability and to employ a diverse group of people from my community."

Kelly Smith, Executive Director of nonprofit Agricultural Community Events Farmers' Markets remarks, "The Local Business Resiliency Fund through GO LOCAL has provided our organization the ability to continue advertising to our target customers through Made Local Magazine. We operate 7 farmers' markets in Sonoma County which support our local farmers, food businesses and artisans. In the current economic climate, it can be difficult for nonprofits like ours to include advertising and marketing in our budgets. The Local Business Resiliency Fund has allowed us to keep our marketing budget at a reasonable level so we can continue sharing what we offer to the readers of Made Local Magazine."

For more information about the 2025 Recovery Fund, to be a sponsor, or to read more local business testimonials from past fund recipients, visit golocal.coop/recovery25

About GO LOCAL

Sonoma County GO LOCAL Co-op (golocal.coop) is a co-op marketing network providing economic development marketing for locally owned businesses throughout Sonoma County for 15 years running.

GO LOCAL has become THE source for all things local in Sonoma County by promoting local businesses and organizations; educating consumers about the benefits of buying locally; helping hundreds of businesses annually increase local sales through marketing and advertising; and, ultimately, keeping more dollars recirculating in the local economy.

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