



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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The City of Menifee introduces Business Spotlight Program

MENIFEE–The City of Menifee’s Economic Development Department is thrilled to announce its new “Business Spotlight program.” The Business Spotlight program is a FREE business recognition program designed to create awareness about the variety of local businesses located in the City of Menifee and their contributions to the community and region. The program highlights one local business each month that demonstrates how they go above-and-beyond to better the Menifee community.

“Our small businesses are the backbone to our community in many ways. Aside from creating sales tax revenue or providing services for our residents and visitors, our business community gives back to the community that many people do not know about, said Mayor Pro Tem Lesa Sobek. “Their generosity, hard work, and love for our community is what ultimately allows our City to flourish. This Business Spotlight Program is a great way for the City to say thank you, highlight the great things happening in Menifee, and also provide another tool for our businesses to help them grow their business here in the City.”

Businesses and community members will have the opportunity to submit an application or nominate a business to be considered for the business spotlight recognition. Each month one business will be selected by a committee to be honored with the business spotlight. The recognition includes: a brief presentation at a City Council meeting, recognition on the City's website, and will be awarded a 30-second professional video production created by the Economic Development Department, which will be showcased on the City’s website, social media platforms, and given to the business with rights to use as promotion of their business.

As part of the Economic Development Department’s B3 program (Building Better Businesses), the Business Spotlight Program aims to showcase local businesses, foster pride in Menifee’s thriving business community, and promote the diversity in Menifee’s local economy. Featured businesses will have the opportunity to showcase their business, their story, and why they have chosen Menifee as their home.



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Nominations are encouraged to recognize businesses locally that contribute to the betterment of the Menifee community. Please visit the link below to apply:

<https://www.cityofmenifee.us/499/Menifee-Business-Spotlight-Program>

For more information on the Business Spotlight program, or other resources available to Menifee businesses, please contact Gina Gonzalez, Economic Development Manager, at ggonzalez@cityofmenifee.us or (951) 672-6777.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 90,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*