

# ECONOMIC DEVELOPME T

## NEWSLETTER

JULY 2023



## WELCOME

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Welcome to the City of Lancaster Economic Development Newsletter! We are excited to share with you the latest news, resources, and business highlights in our community. Our goal is to provide you with valuable information to help you stay informed and engaged in the economic growth of our region. Whether you're a business owner, investor, or community member, this newsletter is designed to keep you up-to-date on the latest developments in our local economy. We look forward to your feedback and engagement as we work together to build a stronger and more prosperous community.

## BUSINESS SPOTLIGHT

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### LOCAL CRAFT BEER GRAND OPENING!

If you're looking for a fun night in Lancaster, consider visiting **Local Craft Beer** and bowling alley on the BLVD. The former, "Underground Bowling Alley," is under new ownership!



LCB had its grand opening on Friday, June 9th, and now offers premium craft beer to its patrons, with a wide range of award-winning offerings to choose from!

Whether you like craft beer or not, you can still grab your bowling shoes, your friends, and your family for the perfect recipe for a fun time!



LCB also hosts a multitude of game nights and other fun activities. Visit their website for more fun details!

**Address**

706 W Lancaster Blvd #102 Lancaster CA, 93534

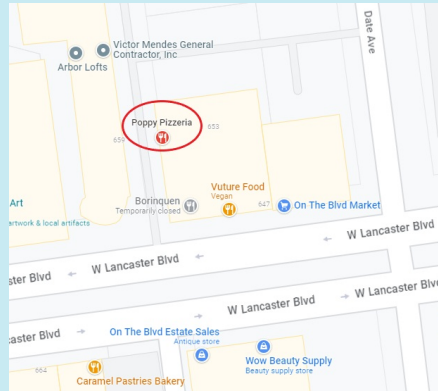
**Phone**

661-473-3333

[Visit the LCB Website](#)

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## POPPY PIZZERIA



**Now Open!** Poppy Pizzeria, located in the heart of Lancaster's BLVD, is a culinary gem that promises a taste sensation for all. Their menu goes beyond pizza, offering a delectable selection of burgers, salads, pasta, and more. With high-quality ingredients and an array of toppings, Poppy Pizza guarantees a flavorful experience that will leave you craving more, and at a great price!

Discover the flavors that will keep you coming back for more at Poppy Pizzeria!

**Address**

653 W Lancaster Blvd, Lancaster, California, 93534

**Phone**

661-471-9665

[Visit their Instagram](#)



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## SHOWCASE YOUR BUSINESS

Are you interested in showcasing your business and sharing your story with our community? We are looking for businesses to feature in our business spotlight! Reach out to our Economic Development team for more information.

[econdev@cityoflancasterca.gov](mailto:econdev@cityoflancasterca.gov)

# OPEN REWARDS AND YOUR BUSINESS



Open Rewards is funded by Lancaster to support local businesses, like yours.

**No action is required from you!**  
You don't have to create any accounts, add anything to your POS or train any of your cashiers. Simply business as usual.

Your customers will be earning and redeeming rewards behind the scenes.

Rewards are sponsored by the City of Lancaster.

Business owners do not accept the Shop Local \$20 Rewards Cards. These cards can be redeemed via the "Open Rewards: Shop Local App"



Shopping local supports local families, and goes back into our local parks, schools, and community programs.

More importantly, you are investing in your neighbors, local artisans, entrepreneurs, and business owners, creating synergy in a marketplace that is unique to Lancaster.

*\*Please note that only small, locally-owned businesses are eligible to be part of the program*

## How Open Rewards Helps Your Business



Your business is listed and promoted on the app as part of our community



Customers know they will earn rewards when they shop at your business



When customers look for a place to spend the rewards they've earned, they will be able to pick yours!

VISIT SHOP LOCAL FOR MORE INFORMATION

## NEW RETAIL DEVELOPMENT

COMING SOON!  
Tractor Supply Co.



Tractor Supply Co., a top retailer in agricultural and rural living, is under construction! Find everything you need

for farming, ranching, pets, and home improvement essentials! Experience the convenience and enjoy good quality products at a low cost, at this one-stop shop in our community!

The retailer should be open by early 2024 in the Quartz Hill Towne Centre at 40th Street West and Avenue L.



[Visit Tractor Supply Co.](#)

## BUSINESS RESOURCES

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### U.S. Small Business Administration

The U.S. Small Business Administration (SBA) has a mission of helping Americans grow and build prospering businesses. The Small Business Development Centers (SBDC) Program is run by the SBA in collaboration with the private sector, the academic community, and federal, state, and local governments to offer management assistance to current and aspiring small business owners.

The SBDC, hosted by College of the Canyons, serves Northern Los Angeles, including the Antelope Valley, and prides itself on providing loans, no-cost counseling sessions, contracts, marketing, and many other forms of assistance to small businesses.

Check out the College of the Canyon's SBA website to learn more about the plethora of resources they offer!

**Phone**

1-661-362-5900

**Email**

[sbdc@canyons.edu](mailto:sbdc@canyons.edu)

[Visit SBA](#)

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ECONOMIC DEVELOPMENT  
**GROWING  
LOCAL ECONOMIES**

To Increase the Quality of Life



## CALED Winner!

The City of Lancaster has achieved a significant milestone by winning the California Association for Local Economic Development (CALED) Award of Merit for Economic Resilience & Recovery. This prestigious award highlights the City of Lancaster's commitment to implementing innovative strategies and proactive measures that have successfully propelled economic growth and facilitated a robust recovery following the COVID-19 pandemic. This recognition is a testament to our dedication and forward-thinking approach and the City's support to the business community.

Highlights of the Lancaster "Stand Strong" program are highlighted below:

**LANCASTER "STAND STRONG"**  
COVID-19 Resiliency & Recovery Program

 <b>SMALL BUSINESS LOAN</b> 37 loans \$678,267	 <b>OPERATION JUMP START</b> 3,520 qualifying car purchases	 <b>REOPENING ASSISTANCE</b> 125 businesses \$254,380/supplies
 <b>RESTAURANT RESCUE PACKAGE</b> IEDC Award Winner	 <b>YOUTH SPORTS LOAN</b> 5 organizations \$96,250	 <b>SHOP LOCAL, SHOP LANCASTER</b> 400+ businesses enrolled

Visit our  
Website

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