**FOR IMMEDIATE RELEASE**

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**City of Glendale Supports Small Business Community  
2nd Annual “Let’s Grow Glendale” Summit**

**Glendale, CA –** The value and contribution of small business to the Glendale economy is immense. The City of Glendale recognizes the hard work and ingenuity of its small business community and is committed to supporting each owner’s growth, helping them to thrive in a challenging economic climate. The City has announced the return of its highly-popular 2nd Annual Small Business Summit “Let’s Grow Glendale” to be held on May 2, 2024, at the Embassy Suits Glendale located at 800 North Central Ave., Glendale, CA 91203. The half-day event is specifically designed with business owners and entrepreneurs in mind by providing leading-edge business development content and resources, valuable information on capital resources, networking opportunities, and inspiration for both new and experienced small business owners and entrepreneurs alike.

“Glendale’s small business community represents hundreds of jobs and serves as the backbone of our local economy. We’re bringing together experts and leaders who can provide real world advice that businesses will be able to apply to help them to succeed,” said Glendale Mayor Elen Asatryan. “As important, we have also incorporated content targeted to women-owned and minority-owned businesses because we must be intentional in ensuring that our diverse business communities have access to resources to help them grow and thrive.”

The Summit was developed in combination with the Small Business Administration (SBA)’s National Small Business Week held April 28 to May 4, 2024. Many of the Summit's guest speakers will be representatives from the SBA, along with various business resource partners who will exhibit throughout the day.

Each Summit attendee can participate in their choice of breakout sessions, which include:

* Financial Fusion: Exploring Opportunities and Insights in the Lender Roundtable
* Strategic Approach to Business Success – A Focus on Business Planning
* Empowering Growth: Navigating Certifications and Procurement for Small Businesses – Your Path to Informed Success
* Smart Finances for Business Success: Know Your Numbers
* Unlocking Financial Potential: Navigating the Landscape of Access to Capital for Businesses
* Strategic Outreach: Mastering the Art of Marketing to Corporate and Government Entities

Along with the breakout sessions and business resource exhibition, the Small Business Summit will feature a late afternoon networking celebration starting at 5:15 PM, with food and entertainment, providing even more business connection opportunities.

Let’s Grow Glendale will be held at the Embassy Suites in Glendale from 1:30 PM to 7:30 PM. To register for the Summit or to learn more, visit [ChooseGlendaleCA.com/Small-Business-Summit](https://www.chooseglendaleca.com/small-business-summit).

The City of Glendale is also hosting a small business webinar series, Business Growth Blueprint Series, featuring Synergist’s Eddy Sumar. The expert-led sessions, held before and after the Summit, are a great follow-up to the content presented at the Let’s Grow Glendale Small Business Summit as the online sessions provide an opportunity for more in-depth information and discussion.

You may sign up using the link, [ChooseGlendaleCA.com/Business-Growth-Blueprint-Series](https://www.chooseglendaleca.com/business-growth-blueprint-series) to attend no-cost webinars:

* A Customer Service Adventure: Customer Service: It's Everybody's Business on April 23, 2024
* Cashflow Management with a Twist: The Seven Essential Cs on May 7, 2024
* Mastering Financial Literacy: Unlocking the Secrets of Key Financial Statements and Effective Collection on June 4, 2024
* The Fine Art of Management: The Fundamentals to Increase Sales and Profitability on June 18, 2024

**About Glendale**: Glendale is one of the largest cities in Los Angeles County, with a population of 200,000+. Glendale is a thriving cosmopolitan city that is rich in history, culturally diverse, and a bustling downtown that is home to many corporate headquarters and tech giants, two first-class regional shopping malls, and a walkable Arts & Entertainment District with endless fine dining opportunities. Visit [ChooseGlendaleCA.com](https://www.chooseglendaleca.com/) for more information about [Economic Development in Glendale](https://www.chooseglendaleca.com/) or connect on X, Instagram, and Facebook @ChooseGlendale.

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