



Council Agenda Report

To: Mayor Riggins and the Honorable Members of the City Council

Prepared by: Cynthia Alba, Management Analyst

Reviewed by: Richard Rojas, Interim Deputy City Manager

Approved by: Candace Bond, Interim City Manager

Date prepared: July 08, 2025 Meeting date: July 14, 2025

Subject: Revision of the Small Business Micro Stabilization Grant Program Criteria

RECOMMENDED ACTION: Approve the use of the proposed updated criteria for the Small Business Micro Stabilization Grant Program as proposed by the City Council Administration and Finance Subcommittee.

FISCAL IMPACT: No additional appropriation is required. Funding for this project was included in the Adopted Budget for FY 2024-25 and will be carried over to the FY 2025-26 budget year in Account No. 100-7001-5930-04 (Community Grants – Business Grants).

STRATEGIC PRIORITY: This item was not included in the Adopted FY 2024-25 Strategic Priority Project List. At the Council's direction, this project can be brought back at a future Strategic Planning meeting for prioritization.

DISCUSSION: At its April 28, 2025 meeting, the City Council approved the creation of the Small Business Micro Stabilization Grant Program to assist local businesses impacted by the recent fires, winter storms, and prolonged Pacific Coast Highway (PCH) closure.

The Council allocated \$300,000 from the General Fund to provide grants ranging from \$5,000 to \$20,000 and authorized the Administration and Finance Subcommittee to grant these funds. Applications were accepted between May 1, 2025 through May 31, 2025. The City received 157 applications totaling \$2,816,762 (Attachment One).

The City Council Administration and Finance Subcommittee convened on July 7, 2025, to review the fund allocation procedures of the Small Business Micro Stabilization Grant Program. Following its deliberations, the Subcommittee recommended updates to the award criteria. In summary, the updates are as follows:

- The business must be located and operating within the Malibu City Limits.
- One year or more of operation in the City with easy and active public access to their business location.
- The business must be in operation at the time the grant is awarded.
- The amount of the grant should be balanced with the applicant's statement of need and/or use of the funds.
- Larger grants are possible when a larger number of employees are employed in Malibu by the business.

The complete list of proposed updates is detailed in Attachment One.

Upon City Council approval of the Subcommittee's recommendations, the Subcommittee will reconvene in the next two weeks, with the goal of finalizing their recommendations and distributing funds as soon as possible.

ATTACHMENTS:

1. Administration and Finance Subcommittee Proposed Updated Criteria
2. List of Small Business Micro Stabilization Grant Applicants

Micro Grant Criteria – DRAFT
July 7, 2025
Administration and Finance Subcommittee

Primary Objective:

To assist Malibu businesses to remain open when impacted by the Palisades, Franklin, or Broad fires.

Criteria For Approval:

1. Consistent generator of sales tax revenue for the City of Malibu.
2. The business must be located and operating within the Malibu City Limits.
3. One year or more of operation in the City with easy and active public access to their business location.
4. The purpose is to help businesses remain open following the recent fires. Therefore, grant funds should be used as financial assistance—not as a form of investment or to replace the owner’s own capital contribution into the business.
5. The business must not operate more than three locations of the same or similar type, and must not be regulated under Malibu’s formula retail ordinance.
6. The business must not have any current violations of Malibu’s zoning or municipal code.

Criteria For Denial

1. Construction rehab or similar businesses and those who work there, even as independent contractors, are not eligible.
2. Employees or independent contractors of a business are not eligible. The business should be making the application for a grant.
3. The business must be in operation at the time the grant is awarded.
4. Residential or commercial rental property operators are not eligible. This includes short-term rental operators.

Criteria For Size of Grant

1. The amount of the grant should be balanced with the applicant’s statement of need and/or use of the funds.
2. Minimum grant size is \$5,000 or one month's lease rate, whichever is less.
3. The maximum grant size is \$20,000.
4. Entities with common ownership shall be eligible for a single grant award. Multiple grants will not be permitted.

Business Name	Business Address	Total Requested
19742 Pacific Coast HWY LLC	19742 Pacific coast highway Malibu CA 90265 United States	\$20,000
90265 Medical	23661 Pacific Coast Highway Malibu California 90265 United States	\$20,000
911 Mobile Mechanic	23402 Civic Center Way Malibu California 90265 United States	\$20,000
99 High Tide Malibu	22775 Pacific Coast Hwy Malibu California 90265 United States	\$20,000
A Call 2Peace Foundation	29160 Heathercliff Rd #4033 Malibu CA 90264 United States	\$18,000
A Divine Sensation Professional Massage Therapy	3927 Las Flores Canyon Road Malibu CA 90265 United States	\$16,500
Abierto	29169 Heathercliff Road #111 Malibu California 90265 United States	\$10,000
AJK NOI, LLC dba OLLO	23750 PACIFIC COAST HWY MALIBU CA 90265 United States	\$20,000
Alissa Koritsoglou	20729 Rockcrott Drive Malibu California 90265 United States	\$20,000
Ambience Medispa Inc.	23410 Civic Center Way Suite E2 23410 Civic Center Way Suite E2 Malibu CA 90265 United States	\$20,000
Annika West	17730 Posetano Road Pacific Palisades CA 90272 United States	\$5,000
Asai LLC dba KENZAN	3728 Cross Creek Rd Malibu CA 90265 United States	\$20,000
Auracle Productions	29500 Heathercliff Rd Spc 44 Malibu CA 90265 United States	\$7,500
Bamboo fountain spa	21241 Pacific Coast highway blvd Malibu CA 90265 United States	\$6,000
Barefoot Dreams, INC	5302 Derry Ave Ste D Agoura Hills California 91301-6025 United States	\$20,000
Beaton Orthopedic Physical Therapy Malibu Rehabilitation Center	24955 Pacific Coast Hwy, Ste. C-102 Malibu CA 90265 United States	\$20,000
Beyond Art LLC	6483 Zuma View Place #104 Malibu CA 90265 United States	\$20,000
BLEUSALT Retail, LLC	9200 SUNSET BLVD SUITE 600 LOS ANGELES CA 90069 United States	\$20,000

Business Name	Business Address	Total Requested
blue malibu	21219 pacific coast highway malibu CA 90265 United States	\$20,000
Bravo Tech	20616 Seaboard rd Malibu CA 90265 United States	\$6,200
Broad street oyster company	23359 Pacific Coast hwy #3874a Malibu CA 90265 United States	\$20,000
Bunce Bakes, LLC	20710 Pacific Coast Highway Apt. 8 Malibu CA 90265 United States	\$5,000
CAFAM ENTERPRISES INC ,DBA: National parking services	20356 Pacific Coast Hwy, Malibu, CA 90265 20356 Pacific Coast Hwy, Malibu CA 90265 United States	\$15,000
Cavalleri Holding Company, LLC	21355 Pacific Coast Highway Malibu CA 90265 United States	\$20,000
Cesar Athletics	23708 Malibu Road Malibu California 90265 United States	\$20,000
Chelle Services LLC	19562 Pacific Coast Hwy Apt P288 Malibu Ca 90265 United States	\$20,000
CHOLADA CORPORATION	18763 Pacific Coast Hwy Malibu California 90265 United States	\$20,000
Cie Salon	3835 Cross Creek Rd. Ste 22 Malibu CA 90265 United States	\$20,000
Colony Cleaners	3890 Cross Creek Rd Malibu CA 90265 United States	\$20,000
Colony House Liquor, Inc.	22523 Pacific Coast Highway Malibu CA 90265 United States	\$20,000
Conscious Contact Entertainment	20632 Big Rock Drive. Malibu California 90265 United States	\$20,000
Country Kitchen	21239 PCH Pacific Coast Hwy Malibu CA 90265 United States	\$15,000
Country liquor store	21227 pacific coast Malibu Ca 90265 United States	\$20,000
CROWN	23410 Civic Center Way 23410 Civic Center Way MALIBU CA 90265 United States	\$20,000
Cure Concierge Inc	22917 Pacific Coast Highway Suite 230 MALIBU CA 90265-4825 United States	\$20,000
Daily Calm Wellness	23410 Civic Center Way, E-1 Malibu Country Mart Malibu CA 90265 United States	\$10,000

Business Name	Business Address	Total Requested
DARLAJONESLLC	835 Wilshire Blvd, Los Angeles Los Angeles, CA, USA CA 90017 United States	\$20,000
David Noorvash MD Medical Corporation	3618 Surfwood Road Malibu CA 90025 United States	\$20,000
DIRK BRAUN gallery	23708 Malibu Road Malibu CA 90265 United States	\$20,000
Divine Imaging, Inc	21323 Pacific Coast Hwy Suite 101 Malibu CA 90265 United States	\$20,000
Dominick Photography Inc DBA Modern Garden	5940 Clover Heights Avenue Malibu CA 90265 United States	\$20,000
Door To Door Valet Cleaners	23401 Civic Center Way #4G Malibu CA 90265 United States	\$20,000
Dr. Kristel Hart, an Acupuncture Corp	22351 Pacific Coast Highway Unit A Malibu CA 90265 United States	\$20,000
eBrand	23823 Malibu Road Malibu CA 90265 United States	\$20,000
Eliot Beauty	23823 MALIBU RD. #200 MALIBU CA 90265 US Minor Outlying Islands	\$20,000
ENCORE	3900 CROSS CREEK ROAD SUITE 7 MALIBU CA 90265 United States	\$20,000
Ethan Enterprises	1982 North McArthur Avenue Clovis CALIFORNIA 93619 United States	\$5,000
Five Sense Collective	20178 Rockport Way Malibu CA 90265 United States	\$20,000
Fred Segal Home	3822 Cross Creek Rd Malibu California 90265 United States	\$20,000
GAN MALIBU PRESCHOOL AND INFANT CENTER	GAN MALIBU EARLY CHILDHOOD CENTER 22933 PACIFIC COAST HIGHWAY MALIBU CA 90265 United States	\$20,000
Glamifornia	21323 Pacific Coast Highway Suite 103 MALIBU CA 90265 United States	\$20,000
Gluten Free Goddess Bakery	29160 Heathercliff Road #4033 #103 Marina Del Rey Malibu 90264 United States	\$20,000
Good Point Pilates	29169 Heathercliff RD Suite 217 Malibu CA 90265 United States	\$20,000

Business Name	Business Address	Total Requested
Gravina Malibu	28925 Pacific Coast Highway Malibu California 90265 United States	\$20,000
Hair by Jayme HB	7562 Ellis Ave Huntington beach Ca 92648 United States	\$8,500
Hairacana Salon	21355 Pacific Coast Highway #101A Malibu CA 90265 United States	\$20,000
Hollywood Portfolio	20380, Big Rock Drive Big Rock Drive Malibu CA 90265 United States	\$20,000
Howdy 14 LLC	23401 Civic Center Way Suite 3A Malibu CA 90265 United States	\$20,000
Hydrotherapy	24995 Pacific Coast Hwy Malibu California 90265 United States	\$20,000
INOCHI BODYSPACE	28990 Pacific Coast Highway Suite 215 Malibu CA 90265 United States	\$20,000
Instacart/DBA Maple Bear	12001 vista del mar 104 Playa del Rey California 90293 United States	\$20,000
Janet Graham, M.A., M.F.T., Inc.	Janet Graham 2185 Rambla Pacifico malibu CA 90265 United States	\$20,000
JOHN'S GARDEN	3835 cross creek rd 1 Malibu CA 90265 US Minor Outlying Islands	\$20,000
Joseph's flavor odyssey	23401 Cross Creek Rd Bldg 1 Malibu Ca 90265 United States	\$15,000
JQB GLOBAL LLC	21533 Paseo Serra St Malibu Ca 90265 United States	\$15,000
Just Honey Do It, Inc.	21455 Calle Del Barco Malibu CA 90265 United States	\$5,000
K Chocolatier	3835 Cross Creek Road Unit 2A Malibu CA 90265 United States	\$20,000
Kanan Dume Inc	21237 East Pacific Coast Highway Malibu CA 90265 United States	\$20,000
La&j wicks	17060 Livorno dr Pacific palisades Ca 90272 United States	\$20,000
Las Flores Corp.	3872 las flores canyon 4 malibu California 90265 United States	\$18,000
Leelawadee Relexology	22837 Unit C Pacific Coast HWY Malibu CA 90265 United States	\$20,000
lily malibu	29211 Heathercliff Heathercliff Rd Mabilu California 90265 United States	\$20,000

Business Name	Business Address	Total Requested
Local Authority, LLC	3939 Cross Creek Road Suite D150 Malibu CA 90265 United States	\$20,000
Made with Love Malibu	21533 Deerpath Lane 211a Malibu California 90265 United States	\$20,000
Madison Et Cie Inc.	3835 Cross Creek Road, Unit 5 Malibu CA 90265 United States	\$20,000
Malibu Auto Care Specialists Inc	23670 Pacific Coast Hwy Malibu CA 90265 United States	\$20,000
Malibu Barbershop	22635 Pacific Coast HighwayY Malibu California 90265 United States	\$20,000
Malibu Bliss Inc.	26664 Seagull Way B114 Malibu CA 90265 United States	\$5,000
Malibu Bliss Massage & Spa, Inc.	22637 Pacific Coast Hyw Malibu CA 90265 United States	\$20,000
MALIBU CIGAR LOUNGE	22631 PCH moorpark California MALIBU 90265 United States	\$20,000
MALIBU COLONY LLC (DBA: The Malibu Colony Company)	3835 Cross Creek Rd. #8 MALIBU CA 90265-4978 United States	\$20,000
Malibu Divers, Inc.	21231 Pacific Coast Hwy Malibu CA 90265 United States	\$20,000
Malibu Dog Hotel	3946 Puerco Canyon Rd Malibu Ca 90265 United States	\$20,000
Malibu Escrow Corp.	22241 Pacific Coast Highway Suite A Malibu, CA 90265 MALIBU CA 90265 United States	\$20,000
Malibu Farm Cafe	23000 Pacific Coast Highway Building C Malibu California 90265 United States	\$20,000
Malibu Farm Restaurant at the Pier	23000 Pacific Coast Highway Bldg A Malibu California 90265 United States	\$20,000
Malibu Gallery	22625 Pacific Coast Hwy Malibu California 90265 United States	\$20,000
Malibu Grooming Co	23410 Civic Center Way Suite D-7 Malibu California 90265 United States	\$15,000
Malibu Medial Corporation	23661 Pacific Coast Highway Malibu California 90265 United States	\$20,000
Malibu Newsstand	23717 1/2 Malibu Rd Malibu CA 90265 United States	\$12,500

Business Name	Business Address	Total Requested
Malibu Seafood INC	25653 Pacific Coast Hwy Malibu CA 90265 United States	\$20,000
Malibu Strength and Conditioning Inc	3738 Cross Creek Road Malibu CA 90265 3738 Cross Creek Road Malibu CA 90265 United States	\$20,000
Malibu Under the Oaks Preschool	3480 Las Flores Cyn Rd Malibu CA 90265 United States	\$20,000
Malibu Village Books	23359 Pacific Coast Hwy #23359 Malibu CA 90265 United States	\$20,000
MALIBU YOGURT AND ICE CREAM	23755 MALIBU RD # 600 MALIBU CALIFORNIA 90265 United States	\$10,000
Malibuluxe Coastal Homes	30765 Pacific Coast Hwy 498 Malibu CA 90265 United States	\$20,000
Manzanita rental	1745 manzanita park Malibu California 90265 United States	\$20,000
MMK ENTERPRISES INC (Malibu Mart)	21216 Pacific Coast Highway, Malibu Ca 90265 21216 Pacific Coast Highway Malibu California 90265 United States	\$20,000
MOMGEVITY	23465 Civic Center Way Building 9 Malibu California 90265 United States	\$10,000
MY ILLUSION LANDSCAPES	16001 PACIFIC COAST HIGHWAY 18 Copra Lane PACIFIC PALISADES CA 90272 United States	\$20,000
Myra Burg (aka Quiet Oboes, although this is not a dba)	3890 Rambla Orienta Malibu, CA 90265 Malibu CA 90265 United States	\$20,000
Nati Trancas Malibu Inc (Nati Boutique)	3835 Cross Creek Rd Space Space 14 Malibu California 90265 United States	\$20,000
Neil Sebba	7316 Birdview Ave Malibu California 90265 United States	\$10,000
Nothing is Written Publishing	23717 1/2 Malibu Road C/O Malibu Newsstand Malibu CA 90265 United States	\$10,000
Pacific Coast Pets, Inc.	23705 Malibu Rd Suite 300 Malibu CA 90265 United States	\$17,561.86
Pacific Services/Pacific Window Washing	PO Box 158 Malibu, CA 90265 US PO Box 158 Malibu CA 90265 United States	\$20,000

Business Name	Business Address	Total Requested
Pamela Keeler A.K.A.Pamela Dean/ Instacart/DBA maple bear	1500 Hughes way A100 Long Beach California 90810 United States	\$20,000
PCH MAG LLC	723 Radcliffe Ave Pacific Palisades CA 90272 United States	\$20,000
PCH Malibu, LLC dba Malibu Beachside Sober Living, Sober Living of Malibu	21420 Rambla Vista Malibu CA 90265 United States	\$20,000
Peter Pan Quality Home Repair	1836 Palisades Drive Pacific Palisades CA 90272 United States	\$20,000
Peterson Enterprises, LLC/Geoffrey's Malibu, dba	27400 Pacific Coast Hwy, #12 Malibu CA 90265 United States	\$20,000
Pistol & Lucy	21221 pacific Coast HighwY Malibu California 90265 United States	\$20,000
Pitabu	22935 PACIFIC COAST HWY MALIBU California 90265 United States	\$20,000
Prana by Lana	16618 Marquez Ave Pacific Palisades CA 90272 United States	\$20,000
PRINCESITAS DISCOUNT STORE	1490 PALISADES DR Pacific Palisades CA 90272-2161 United States	\$8,000
RAFI LOUNGE	22741 Pacific Palisades Malibu california 90265 United States	\$20,000
Ranch at the Pier	23000 Pacific Coast Hwy Suite D Malibu CA 90265 United States	\$20,000
RBM Studio	RBM Studio 26500 Agoura Rd Ste 102 CA Calabasas United States	\$20,000
RdS DESIGN	22227 Pacific Coast Hwy Malibu California 90265 United States	\$20,000
RES IPSA	3826 Cross Creek Road Malibu CA 90265 United States	\$10,000
Resonating Earth	28850 Grayfox Street Malibu CA 90265 United States	\$7,000
Salon by the Sea	28925 Pacific Coast Highway #100 Malibu California 90265 United States	\$10,000
Salon Jazmeina	29575 Pacific Coast Highway Suit M Malibu California 90265 United States	\$18,000

Business Name	Business Address	Total Requested
Salt Salon Malibu	29169 Heathercliff RD STE #220 Malibu CA 90265 United States	\$20,000
Sara Gepp DBA Close to the Earth	3728 Cross Creek Road Malibu CA 90265 United States	\$20,000
Scott's Malibu Market	3900 Cross Creek Rd, Ste 3 Malibu CA 90265 United States	\$20,000
Sea Lily Malibu	6444 Trancas Canyon Rd Malibu CA 90265 United States	\$15,000
Seven Star Wr Massage - Joy Massage	1944 Corral Canyon Road Malibu California 90265 United States	\$8,000
Seventy Enterprises dba Kristy's Village Cafe	30745 Pacific Coast Hwy Bldg B Malibu CA 90265 United States	\$20,000
Summer Somewhere Wines	3822 Cross Creek Rd. Unit #3822 Malibu CA 90265 United States	\$20,000
SUNROOM	3900 Cross Creek Rd 3-A Malibu CA 90265-4944 United States	\$20,000
SUPER CARE DRUGS	23661 PACIFIC COAST HWY MALIBU CA 90265 United States	\$20,000
Surfing Cowboys LLC	3844 Cross Creek Road Malibu CA 90265 United States	\$20,000
Temporarily On Leave	3730 Cross Creek Rd Malibu CA 90265 United States	\$20,000
Teressa Foglia	3824 Cross Creek Rd MALIBU CA 90265 United States	\$20,000
the Alcove Stores Inc	3838 Cross Creek Rd Malibu CA 90265 United States	\$20,000
The Confident Mind	21225 Pacific Coast Highway A Malibu California 90265 United States	\$5,000
THE COUNTRY KITCHEN	21239 Pacific Coast Hwy Malibu CA 90265 United States	\$20,000
The country store / pch malibu properties llc	21227 pch Malibu Ca 90265 United States	\$20,000
The Malibu Motel	22541 Pacific Coast Highway Malibu CA 90265 United States	\$20,000
The MINDRY LLC	3874B Cross Creek Rd Malibu CA 90265 United States	\$20,000
The Sunset Restaurant	6800 Westward Beach Road Malibu California 90265 United States	\$20,000

Business Name	Business Address	Total Requested
The Sycamore School, Inc.	3504 Las Flores Canyon Road Malibu California 90265 United States	\$20,000
The UPS Store #6370	23823 Malibu Road Suite 50 Malibu California Malibu United States	\$20,000
Thomas J. Drury dba Chef Thomas	23231 Palm Canyon Ln, Unit #3 Malibu CA 90265 United States	\$20,000
TRA DI NOI	3835 Cross creek rd #8a Malibu CA 90265 United States	\$20,000
Traveler Surf Club & Coastal Outpost	3862 Cross Creek Rd Malibu CA 90265 United States	\$20,000
TRIANGLE HOLDING COMPANY, INC., DBA: CREO ARTHOUSE	3835 CROSS CREEK RD., UNIT 23 MALIBU CALIFORNIA 90265 United States	\$20,000
v v vape	22627 pacific coast highway santa monica ca 90265 United States	\$15,000
Valley Star Property Investments	22147 Pacific Coast Highway Malibu California 90265 United States	\$20,000
Veritas Yoga, LLC	2341 Civic Center Way Malibu California 90265 United States	\$20,000
VIBAE USA Inc	3884 Cross Creek rd malibu CA 90265 United States	\$20,000
Violet Salon (Malibu Hair Ext. Co. Llc)	22653 pacific coast highway Suite 10 Malibu Ca 90265 United States	\$20,000
Vivid Candi, Inc.	22917 Pacific Coast Highway, Suite 200 Malibu CA 90265 United States	\$20,000
V's restaurant	22821 Pacific Coast Hwy Malibu California 90265 United States	\$20,000
Yoga Rejuvenates (Michael Manfredo)	30765 Pacific Coast Hwy #153 Malibu CALIFORNIA 90265 United States	\$10,000
ZUMA WELLNESS	29160 HEATHERCLIFF RD. SUITE 201 MALIBU CA 90265 United States	\$20,000
Total Requested		\$2,816,762