



## **City Manager's Office**

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FOR IMMEDIATE RELEASE  
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### **City Partners Announce Launch of Shop Modesto Online to Empower Small Business**

MODESTO, CA - The City of Modesto and Modesto Chamber of Commerce are thrilled to announce the launch of Shop Greater Modesto virtual shopping mall, a new initiative dedicated to supporting local businesses and fostering community spirit. This innovative platform will provide a digital marketplace where local businesses can showcase their products and services to a wider audience.

“The value of having a free and accessible space for local businesses to pursue customer relationships cannot be understated” said Trish Christensen, CEO of the Modesto Chamber of Commerce. “Our goal is to empower local businesses by providing them with a digital presence, allowing them to compete in today’s online marketplace.” The platform will be open to any micro, small, entrepreneurial business within Stanislaus County. It is open to promote both retail and services sales, and navigable in Spanish and English.

The platform has already garnered support from local businesses. “This platform is a game-changer for small businesses in our community,” said Jessica Casas, owner/CEO of One Hot Mama’s Salsa. “It provides us with the opportunity to reach more customers and expand our operations.”

The City aims to leverage the trends toward online shopping and the tools from Member Marketplace, Inc, to further the spirit of the local Mod Shop community online. “Small businesses are the backbone of our economy,” said Councilmember Escutia-Braaton. “This platform will not only help our local businesses grow but also bring our community together in the wake of the COVID-19 Pandemic.”

The new program is made possible by Modesto Forward, the City’s COVID-19 Recovery Strategy, which includes investment in Small Business support. The City of Modesto is providing a \$46,778 grant to the Modesto Chamber of Commerce. In tandem, the Valley Sierra Small Business Development Center (SBDC) will provide no-cost e-commerce consulting to the community.

The platform is now live and accepting new businesses for registration. There will be a press conference and ribbon cutting at the Modesto Chamber of Commerce, 1114 J St., Modesto, Thursday, January 11, 2024, 11:00am.

**--More--**

## **How to Sign Up**

Please visit [www.modchamber.org](http://www.modchamber.org) or contact the Modesto Chamber of Commerce.

## **About the City of Modesto**

The City of Modesto is a vibrant community proud of its citizens, great traditions, educational opportunities, and multicultural lifestyles. Modesto is blessed with year-round mild weather and some of the world's richest soil.

## **About the Chamber of Commerce**

The Modesto Chamber of Commerce is a membership-based business support organization. We believe the best way to support our business community is to engage in all facets that affect business and elevate the community's economic growth and prosperity. We do this by collaborating with community-based organizations, advocating for business and their needs, bridging with education at all levels to inspire our future workforce, providing networking opportunities to enhance relationships across all sectors, and providing services such as notary, marketplace, leadership development, export documentation, and green sustainability certification.

## **About the Valley Sierra Small Business Development Center**

The Valley Sierra Small Business Development Center (SBDC) provides no-cost, personalized, confidential, one-on-one consulting for start-ups, entrepreneurs, and existing businesses. Visit [valleysierrasbdc.com](http://valleysierrasbdc.com) or call (209) 422-6416 to learn more.

## **Media Contact**

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