



FOR IMMEDIATE RELEASE

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The Valley Economic Alliance Hosts A Free Virtual Tax Credit Education Program with Subcity

Sherman Oaks, California– [The Valley Economic Alliance](#) (The Alliance) presents the next chapter in its monthly webinar series, [Next Level Growth – Tax Credits With Subcity](#), Tuesday, March 7, 2023, at 10:00 am -11:00 am (PT) via Zoom. Gil Gonzales, president of Subcity, is the speaker. The webinar is free and open to the public.

This webinar is designed to help business owners learn how to find, claim, and collect financial incentives and tax credits for small businesses. The U.S. government sets aside over \$100B a year to spur economic development at the local, state, and federal levels, but most of this money either goes unclaimed or to large corporations with tax attorneys and government relations teams.

Gil Gonzales is a former Appointee to Governor Brown in the California Office of Business and Economic Development. He has directly negotiated \$150M+ in economic incentives on behalf of hundreds of businesses with over \$1.7B in capital expenditures. He is the author of Government Incentives: Tax Credits, Grants, Cash Reimbursements & Financing The Insider's Guide to Government Funding for Your Small Business.

Subcity is a mission-driven organization that democratizes access to capital for small businesses by leveraging a database of 400+ California incentives to pair entrepreneurs with billions of dollars in incentives and tax credits. They have helped businesses claim \$17 million since launching in April.

"We're excited to partner with Gil and Subcity to provide information for incentives and tax credits, including the employee retention and homeless hiring tax credits, which have not been widely used," said Sonya Kay Blake, president and CEO of The Alliance. "Many small business owners aren't aware of what money and savings are available to them. We don't want Valley businesses to miss out on valuable tax credits."

The monthly Next Level Growth series is made possible in part through a grant from the U.S. Small Business Administration, as well as our generous sponsor, Wells Fargo. Additional



support was provided by J Morey Company, Inc., CMTTC, Payscout, Mission Valley Bank, and the San Fernando Valley Business Journal.

The webinar is free and open to the public. Guests can register [here](#) or call (818) 379-7000 for additional details.

The Valley Economic Alliance is a 501(c)(3) non-profit organization of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses, and over 350 square miles. To learn more about The Valley Economic Alliance, visit TheValley.net.

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