

PRESS RELEASE

CITY OF BENICIA
Office of Economic Development
150 East L Street
Benicia, California 94510

Contact: Mario Giuliani
Office of Economic Development
(707) 746-4289
mgiuliani@ci.benicia.ca.us



Benicia Loses to Fredonia, NY in The Small Business Revolution Contest

Benicia, CA (January 29, 2020) — At a watch party at Zeppelin Comics, Benicia businesses and the City of Benicia learned Tuesday evening that Benicia was not named the winner in the contest to be the town featured in season 5 of [The Small Business Revolution](#), an original series by Deluxe on Hulu, Amazon Prime Video, and online.

Small businesses in the winning town will be chosen as part of a \$500,000 prize for makeover and marketing assistance for five to six businesses from [Amanda Brinkman](#) and [Ty Pennington](#) and the Small Business Revolution team.

Of the thousands of towns nominated, the list was narrowed to the Top 10, which included Benicia. In early December, a team from Deluxe visited downtown Benicia, meeting with city staff, Benicia Main Street and independent businesses on First Street.

On January 14, Benicia was named to the Top 5 Towns along with Fredonia, NY; The Dalles, OR; Spearfish, SD; and Livingston, MT. Voting opened immediately after the announcement. Benicia businesses and friends and fans throughout the state voted once per day/per device through Tuesday, January 21.

In results shared throughout the vote, Benicia ranked 5th in the standings. “Our business organizations, business owners and residents worked hard to get the word out,” said Mario Giuliani, Economic Development Manager. “Being a part of The Small Business Revolution has been a boon to bringing downtown Benicia to the attention of national, statewide and local audiences. Coming together in the vote shows how our local organizations, independent businesses, and friends and fans can work as a team to promote Benicia. We expect to see this momentum continue as we all work together to promote Benicia.”

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