



Economic Development Grant Program Guidelines & Application Packet

(Revised February 12, 2013 Per Resolution No. 2013 14)



Summer Concert Series in the Park



CornFest Fireworks



Entrepreneur Business Training

Deadline: March 29, 2013

**City of Brentwood
Community Development Department
150 City Park Way
Brentwood, CA 94513
(925) 516-5405**

2013-14 Economic Development Grant Program

BACKGROUND

On November 5, 2002, citizens voted in a general election to change the business license tax from a flat rate to a gross receipts tax structure. With the implementation of the new fee structure for business license tax, a Business License Tax Grant program was introduced. This program allows for twenty percent (20%) of the business license tax collected to be set aside “for economic development for the explicit purpose of business promotion and institutional advertisement for the City of Brentwood” (Section 5.04.060 of the Brentwood Municipal Code).

GUIDELINES

The City of Brentwood has allocated funds to support economic development – *for the explicit purpose of business promotion and institutional advertisement* – for the City of Brentwood.

The City of Brentwood invites Brentwood based businesses and organizations to submit applications for funding, using the attached application. Applications will be used to evaluate funding requests for the next funding cycle, which is based on a fiscal year calendar (July 1st – June 30th). Funding is available for projects occurring between July 1, 2013 through June 30, 2014.

Grant monies awarded to applicants are reimbursed in one of the following manners: 1) On a quarterly cycle, via a completed Quarterly Reimbursement Form, or 2) Upon the project completion, via a completed Final Reimbursement Form, or 3) A progress payment method, mutually agreed upon and approved by staff. Grant monies not used by June 30, 2014 will be reallocated. Quarterly Reimbursement Forms can be submitted on October 20, 2013, January 20, 2014, or April 20, 2014. Final Reimbursement Forms are due no later than July 20, 2014. All reimbursement requests must include supporting documentation (i.e. cancelled checks, bank statements, invoices, etc.) and insure compliance with original grant application.

RESTRICTIONS

- A. ***Funding cannot be used towards staff salaries or benefit costs.***
- B. The City logo cannot be used without the prior approval from City staff.
- C. Fundraising cannot be the primary focus of the project (i.e. the sole purpose of the project/event cannot be to support the organization or business operations); however, a portion of the profits can be used towards supporting the organization or business.
- D. Pass through payments will not be allowed.

APPLICATION REQUIREMENTS

To be eligible for funding, the applicant must:

- ❖ Submit a completed original application with authorized signature(s) by the deadline with all items on the checklist below.
- ❖ Application must be legible; preferred printed.
- ❖ Submit a copy of current business license certificate (If the organization is a non-profit tax-exempt organization (i.e. 501(c)3), then proof of status from the State and Federal determination letters must be submitted).
- ❖ Submit evidence of approval by the organization’s Board of Directors, if applicable.
- ❖ Funds requested must support projects or events within the City of Brentwood.
- ❖ Operate without discrimination.

APPLICATION REVIEW CRITERIA

Applications will be reviewed based on the following criteria and rated on a point scoring matrix:

1. Project aligns with current City Council Goals and Strategic Plan.
2. Project would help achieve positive publicity for Brentwood throughout the East Contra Costa region.

3. Project would increase shopping and tourist activity in Brentwood and demonstrate maximum return on City's investment.
4. Project would build goodwill among local businesses and support the overall vibrancy and cohesion of the local business community.
5. Project would support the City's overall economic development efforts.
6. Project would reinforce the image of Brentwood as an attractive, family-friendly, high-quality community.
7. Project would generate tax revenue, jobs, and other economic benefits to the City.
8. Project would support small business development.
9. Project demonstrates a stable management structure and full fiscal accountability which includes a reasonable budget that consists of eligible expenses and a strong financial commitment of private funds, using City funds sparingly.
10. Project includes a well-developed, strategic marketing plan.
11. Police, traffic, and other City divisions have reviewed the application and have no major concerns.

APPLICATION DEADLINE

Application must be received by the Economic Development Manager no later than **Friday, March 29, 2013 by 5:00 p.m.** Postmarks are NOT acceptable. *Applications will be reviewed and decisions will be based on the information provided.* Successful applicants will have their proposals brought to the City Council for approval of the grant.

MAILING ADDRESS

The mailing address is:
 City of Brentwood
 Attn: Economic Development Manager
 150 City Park Way
 Brentwood, CA 94513

The in-person delivery address is:
 City of Brentwood
 Community Development Department
 150 City Park Way
 Brentwood, CA 94513

GRANT REPORTS

For purposes of evaluation, a self-evaluation report will be required. Forms will be presented to each organization that receives funding under this grant program. Specific details and instructions will be listed on the report forms.

APPLICATION CHECKLIST

The following items must be submitted by the deadline:

- Completed Application Packet along with any attachments (1 original).
- Cover Letter from organization sponsoring application (*if other than applicant*).
- Authorized Signature (if non-profit, Executive Director and the Board of Directors President must sign).
- Authorization Letter granting permission from the property owner of where the project will take place, *if applicable*.
- Copy of Brentwood business license certificate (if a non-profit organization, proof of 501(c)3 status must be submitted – one copy of State and Federal tax ID forms attached to original application).
- Board of Directors information (attach list of Board Members, occupation, and appropriate affiliations), *if applicable*.
- Completed Budget (see attached form).
- Completed Marketing Plan (i.e. how will project/event be promoted?).
- Statement of Financial Need.
- Articles, reviews, letters of support, DVDs or other support materials (limit of 5).
- Resume(s) of project staff and job descriptions.

PLANNING/ECONOMIC DEVELOPMENT STAFF

If you have any questions or concerns, please call or send an email to:

Alex Greenwood, Economic Development Manager – 516-5154 agreenwood@ci.brentwood.ca.us



Economic Development Grant Program Application for Funds
Fiscal Year 2013/2014

Section 1. Applicant Information

Name of Organization: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Street Address (if different from above): _____

City: _____ State: _____ Zip: _____

Email: _____

Telephone: _____ Fax: _____

Business License #: _____ and/or Non-profit ID #: _____

Section 2. Proposed Project Information & Grant Request

Proposed Project Name: _____

Location(s) of Project: _____

Amount of Total Event Budget: \$ _____

Amount Requested from the Economic Development Grant Program:

\$ _____

How many years has your organization been presenting this project? _____

Proposed Project Timeline: Start ____/____/____ and End ____/____/____
Mo. Day Yr. Mo. Day Yr.

Section 3. Proposed Project Narrative

On a separate page, please answer the following (*please be detailed and concise; no more than 2 pages*):

- 3.1 Please describe the Project in Detail.
- 3.2 What documentation/data/records support the need for this project (identify your sources)?
- 3.3 Does the project align with the current City Council Goals and Strategic Plan?
- 3.4 Will the project help achieve positive publicity for Brentwood throughout the East Contra Costa region?
- 3.5 Will the project increase shopping and tourist activity in Brentwood and demonstrate maximum return on City's investment?
- 3.6 Will the project build goodwill among local businesses and support the overall vibrancy and cohesion of the local business community?
- 3.7 Will the project support the City's overall economic development efforts?
- 3.8 Will the project reinforce the image of Brentwood as an attractive, family-friendly, high-quality community?
- 3.9 Will the project generate tax revenue, jobs, and other economic development efforts?
- 3.10 Will the project support small business development?
- 3.11 How will the requested funds be used?
- 3.12 Will any City services/facilities be required for your project, and if so, please list them?
- 3.13 Has this Organization received Economic Development Grant funding before, and if so, please list project and funding awarded?

Section 4. Statement of Financial Need

In a clear and concise narrative, please describe your financial need for applying for funding.

Section 5. Proposed Project Budget

Complete a line-item budget using the "Budget" form attached. Please itemize project revenues and expenses. If your total project costs exceed the amount of grant funds requested, list other funding sources for your project.

2013-2014 Economic Development Grant Budget Form

5.1 Please use the below form as a template when creating your budget for submittal on a separate page.

Amount *Requested* from the Economic Development Grant Program: \$ _____

LINE ITEM	2013/14 Projected Expenses	Amount of Grant Funds Requested
Salaries		
Insert Description		
Insert Description		
Supplies/Materials/Equipment		
Insert Description		
Insert Description		
Marketing		
Insert Description		
Insert Description		
Travel/Transportation		
Insert Description		
Insert Description		
Contractual Services (i.e. Consultant Fees)		
Insert Description		
Insert Description		
Other		
Insert Description		
Insert Description		
TOTAL		

5.2 List other funding sources supporting your project.

OTHER FUNDING SOURCE(S) SUPPORTING PROJECT <small>(List by Source and Amount • Cash and In-Kind)</small>	Amount
TOTAL	

Section 6. Proposed Project Marketing Plan

In a clear and concise narrative, please describe your marketing plan for your project (i.e. what types of advertising and marketing strategies are you planning to use? Be as specific as possible including targeted media and demographics). Also include any partnership or collaborative marketing related to your project.



Section 7. Proposed Project Evaluation

What measures will you use to determine whether your project has been successful (i.e. number of people attending the event, etc.)?

Please note: If your application is successful and the project proceeds, approval of funding does not, in any way, exclude applicants from having to obtain the appropriate permits, consents or approvals required by the City's Community Development and Finance departments.

Section 8. Required Documentation Checklist

The following items must be submitted with your application:

- Copy of current Brentwood business license certificate (If the organization is a non-profit tax-exempt organization (i.e. 501(c)3), then proof of status from the State and Federal determination letter must be submitted.

- Cover Letter from organization sponsoring application (if other than applicant)

- Authorization Letter granting permission from the property owner of where the project will take place, *as needed.*

- Board of Directors information (attach list of Board Members, occupation, and appropriate affiliations), *if applicable.*

- Completed Budget.

- Completed Marketing Plan.

- Resume(s) of project staff and job descriptions.

Section 9. ACKNOWLEDGEMENT

I am authorized to submit this application on behalf of the organization I represent. The information provided is true and correct.

I understand that monies received as a result of this application must be used in accordance with the City of Brentwood’s Policies and the Economic Development Grant Program Guidelines.

I understand that any variations to the original request for funding will need to be addressed to the Economic Development Manager.

Signature: _____ Date: _____

Print Name: _____ Title: _____

If a non-profit organization, Application must be signed by the Board of Directors President along with the Executive Director.

Signature: _____ Date: _____

Print Name: _____ Title: _____