

# City of Brentwood Economic Development Grant Program Guidelines

202~~43~~-202~~54~~



Application Deadline:

~~April 17, 2023~~

March 29, 2024



# 20243-20254 Economic Development Grant Program

## **A. Application Deadline (Subject to Change)**

Applications ~~willare currently beingbe~~ accepted for the FY 20243-20254 cycle beginning Wednesday, March 13, 2024, (—i.e.,for projects occurring between July 1, 20243 and June 30, 20254. Applications must be submitted and received no later than the deadline of **5:00 p.m.(Pacific Time), Friday, March 29, 2024Monday, April 17, 2023.** Applications may be submitted by one of the following two formats:

Mailed submissions:

**Attention:  
Mr. Abraham Salinas, Senior Analyst  
City Manager’s Office – Economic Development Division  
150 City Park Way  
Brentwood, CA 94513-1164**

Electronic submissions:

**Email: [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov)**

The application form is available as a fillable PDF or PDF download at:  
[www.brentwoodca.gov/business/economic-development/grants-and-incentives](http://www.brentwoodca.gov/business/economic-development/grants-and-incentives)

**Applications will undergo a review and scoring process, with decisions made based on the information submitted.**

## **B. Background**

The City of Brentwood sets aside 20% of its business operating tax revenues for “economic development with the explicit purpose of business promotion and institutional advertisement for the City of Brentwood.” As part of this effort, each year, the City offers reimbursement grants for local marketing, events, and business development projects through the Economic Development Grant Program.

## **C. Application Process:**

Applications must be for a project that meets the Program’s requirements (see below). Applications are reviewed and scored by an internal staff team, brought to the Land Use and Development (LUD) Committee (~~LUDC~~), and presented to the City Council for final consideration and approval. All applicants will be notified of the outcome. Incomplete applications will not be considered.

If approved, the applicant shall submit the required forms (with supporting documentation) requesting reimbursement of approved expenses. For those applicants who have received grants in the past, ~~50% percent~~ of the funds can be paid after July 1<sup>st</sup> of the program year and no earlier than 90 days before the event. The balance of funds will be paid once the City receives all required documents. For new applicants, the award will be paid out in one lump sum within 30 calendar days of submittal of the Final Report & Reimbursement Request Form (including all required documents), ~~and~~ after the event is completed.

#### D. Who Can Apply?

Any organization or business can apply, if they have a current Brentwood Business License or are unless exempt from the Business License requirement. Non-profit, tax-exempt organizations ~~are~~ also eligible, provided that they submit proof of active status from the Secretary of State.

#### E. Application Requirements

To be eligible for consideration for funding, the applicant must:

1. Submit a completed application with authorized signature(s) by the deadline and must include ~~all~~ of the items below.
2. Application ~~may can~~ be typed and must be legible if printed.
3. Submit a copy of current ~~B~~Business License certificate (if not exempt). Non-profit, tax-exempt organizations must submit proof of active status from the Secretary of State.
4. Submit evidence of approval by the organization's Board of Directors, ~~(if applicable)~~.
5. Funds requested must support projects or events, conducted or held within the City of Brentwood city limits and benefit the community, not an individual business. If not held within city limits, applicants must provide an explanation as to how the event promotes business development (supporting both existing and new businesses across the community), community services, and/or institutional advertisement for the City of Brentwood ~~reasoning as to why the event is being held outside of City limits~~. Final approval will be determined by the City Council.
6. Organizations must also operate without discrimination, as defined by federal, state, or local law. If a court of law determines that and organization has violated any such discriminatory law, the organization may not be considered for a grant reimbursement and/or future grant funding.
7. Events, projects or programs must be held between July 1, 2024~~3~~ and June 30, 2025~~4~~.
8. An estimated budget that includes projected expenses, sources of revenue, projected revenue, and estimated net revenue, MUST be attached. If net revenue is projected, applicant must explain how the funds will be used for the organization or business.

#### 1. Marketing Plan

9. ~~Needs Analysis describing~~ Describe the target population, economic development gaps or opportunities that the project, event, and/or business development project will fill or provide, and goals and outcomes. Please provide goals and expected outcomes of the project.

10. Interviews may be required for all applicants at the City's discretion. If interviews are required, staff will inform all applicants and schedule interviews accordingly.

~~2-11.~~ Submit latest Final Report & Reimbursement Request Form (only applies to prior year Economic Development Grant grant recipients)

#### **F. Additional Information**

1. Grant funds may be used for operational expenses, but cannot be used ~~towards~~ for staff salaries or benefit costs.

2. Fundraising is permitted. However, applicants must specify how grant funds are to be allocated in this regard.

3. Pass through payments are not allowed. (For example, a grantee cannot transfer funds to another event or a new organization to run an event.)

4. The City of Brentwood logo must be included in all marketing materials as a sponsor.

5. Applicants must describe how the project or event will practice environmental sustainability.

6. Police, traffic, and other City divisions may review the application to ensure there are no major concerns.

7. If a script is developed as part project or event, applicants must provide the script to the city least two weeks in advance. The contents of the script could be used by the Council for future grant determination.

8. If an applicant would like to meet with staff to pre-review applications prior to submittal or need assistance with their application, please schedule an appointment by calling Abraham Salinas at 925-516-5~~440304~~ or email [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov).

## **G. Application Review Criteria and Scoring (10095 possible points)**

Applications will be reviewed and scored by staff based on the following criteria.

- 1.** Project or event description is clear and concise; includes purpose, goal/s, location and time/date, and any other relevant information. (10 possible points)
  - 2.** Project aligns with current City Council ~~Goals and~~ Strategic Plan and/or supports the City's overall Economic Development efforts AND project will help achieve positive publicity for Brentwood throughout the region. (~~2~~10 possible points)
  - 3.** Project will increase shopping and tourist activity in Brentwood and demonstrate maximum impact on the City's economic development. (~~3~~40 possible points)
  - 4.** Project will support small business development. (~~1~~50 possible points)
  - 5.** Project demonstrates a stable management structure, full fiscal accountability, and a well-planned budget that includes eligible expenses, projected revenue sources, estimated net revenue, strong financial commitment of matching private funds, and the effective leveraging of City funds. In addition, returning applicants are required to provide previous year's final revenues generated as part of the required Final Report & Reimbursement Request Form. (~~2~~10 possible points)
- ~~Project includes a well-developed, strategic marketing plan. (10 possible points)~~
- 1.6.** Project is a new or first-time event that fills a need currently not provided in the community. (5 possible points)

**Total Maximum Score: 10095 points**

## H. Final Grant Report and Reimbursement Request

1. If awarded funding, and upon completion of the project, program or event, the applicant is required to submit a Final Report and Reimbursement Request Form the following in order to receive grant funds.
2. If it is determined that a grant awardee has not cleaned-up after the event, the cost for clean-up (including staff time) will be deducted from the final grant reimbursement, and/or the organization may not be considered for future grant funding.:

### Final Grant Reimbursement Report

#### Final Grant Reimbursement Request

Documentation of expenses for reimbursement (Detailed Expense Report)

Payment documents (Invoices, receipts)

Narrative Report (due with Final Grant Reimbursement)

\*Both the Final Report and the Final Grant Reimbursement Request Forms must be submitted together in order to be considered for reimbursement.

The Final Report and Grant Reimbursement Request Formms report will be is available online at: [www.brentwoodca.gov/business/economic-development/grants-and-incentives](http://www.brentwoodca.gov/business/economic-development/grants-and-incentives).

-For more information on reimbursement or the required forms/documentation, please contact Abraham Salinas, Senior Analyst at: 925-516-5440304 or [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov)