

# City of Brentwood Economic Development Grant Program Guidelines & Application Packet

2023-2024



Application deadline: April 17, 2023



# 2023-2024 Economic Development Grant Program

Applications are currently being accepted for the FY 2023-2024 cycle – i.e., projects occurring between July 1, 2023 and June 30, 2024. Applications must be submitted and received no later than the deadline of **5:00 p.m., Monday, April 17, 2023.**

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)**

## **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.

## **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 Committee (LUDC), and presented to the City Council for consideration and approval. All applicants will be notified of the outcome.

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 days of submittal of all required documents and after the event is completed.

## Who Can Apply?

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

## Application Requirements

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

- Submit a completed application with authorized signature(s) by the deadline and must include, all items below.
- Application can be typed and must be legible if printed.
- Submit a copy of current business license certificate if not exempt. Non-profit tax-exempt organizations must submit proof of active status from the Secretary of State.
- Submit evidence of approval by the organization's Board of Directors, if applicable.
- 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 reasoning as to why the event is being held outside of City limits. Final approval will be determined by the Council.
- Organizations must also operate without discrimination.
- Events, projects or programs must be held between July 1, 2023 and June 30, 2024.
- 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.
- Marketing Plan
- Needs Analysis describing the target population, gaps or opportunities, and goals and outcomes.
- 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.

## Additional Information

- Grant funds may be used for operational expenses but cannot be used towards staff salaries or benefit costs.
- Fundraising is permitted. However, applicants must specify how grant funds are to be allocated in this regard.
- Pass through payments are not allowed. (For example a grantee cannot transfer funds to another event or a new organization to run an event.)
- The City of Brentwood logo must be included in all marketing materials as a sponsor.
- Applicants must describe how the project or event will practice environmental sustainability.
- Police, traffic, and other City divisions may review the application to ensure there are no major concerns.

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 925-516-5304 or email [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov).

### Application Review Criteria and Scoring (95 possible points)

Applications will be reviewed and scored 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. (10 possible points)
3. Project will increase shopping and tourist activity in Brentwood and demonstrate maximum impact on the City's economic development. (40 possible points)
4. Project will support small business development. (10 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. (10 possible points)
6. Project includes a well-developed, strategic marketing plan. (10 possible points)
7. Project is a new or first-time event. (5 possible points)

**Total Maximum Score: 95 points**

### Application Deadline

Application and supporting documents must be received by the Economic Development Division no later than **April 17, 2023 - 5:00 p.m.** Mailed-in applications must be postmarked by April 17, 2023. *Applications will be reviewed and scored with decisions based on the information provided.* Successful applicants will have their proposals presented to the City Council for consideration of a grant award.

Applications must be submitted by one of the following two methods:

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)

### Application Checklist

The following items must be submitted by the deadline:

- Completed Application with completed Project Narrative
- Authorized Signature
- Authorization Letter granting permission from the property owner of where the project will take place (if applicable)
- Copy of Brentwood business license certificate or (if a non-profit organization, proof of nonprofit active status must be submitted – one copy of State and Federal tax ID forms attached to original application)
- Completed Estimated Budget that includes projected expenses, sources of revenue, projected revenue, and estimated net revenue.
- Copy of Marketing Plan  
Needs Analysis describing the financial need, target population, gaps or opportunities, and goals and outcomes for the project or event.

### Final Grant Reimbursement Reports

If awarded funding, and upon completion of the project, program or event, the applicant is required to submit the following to receive grant funds:

- Final Grant Reimbursement Report
- ~~Documentation of expenses for reimbursement (Detailed Expense Report)~~
- ~~Payment documents (Invoices, receipts)~~
- Narrative Report (due with Final Grant Reimbursement)

The Final Grant Reimbursement report will be 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: 925-516-5304 or [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov)



**Economic Development Grant Program Application**  
Fiscal Year 2023-2024

**Summary Information**

Proposed Project Name: \_\_\_\_\_

Amount of Total Event Budget: \$ \_\_\_\_\_

Amount of Requested Grant funds: \$ \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Business License #: \_\_\_\_\_ and/or  Non-profit ID #: \_\_\_\_\_



Scoring is based on the items listed below.

**Proposed Project Narrative**

On a separate page, please answer the following (*please be detailed and concise*):

1. Please describe the project/event in detail. Please include purpose of project/event, goals, location, date(s)/times, and other relevant information.
2. How will the project support the City Council's Goals and Strategic Plan or the City's overall Economic Development Plan/efforts AND how will the project promote a positive image and/or achieve positive publicity for Brentwood?
3. How will the project encourage or increase shopping and tourist activity in Brentwood?
4. How will the project generate tax revenue, jobs, and other economic development benefits to the city?
5. Will the project support small business development? If so, how?
6. How will the requested funds be used? How will the project be effectively managed? How will financial issues be handled, such as: managing expenses and revenues, and demonstrating fiscal accountability?
7. How does this project minimize the need for City funding and demonstrate maximum impact on the City's economic development?
8. What City services/facilities (if any) will be required for your project? (Detailed Business Plan AND detailed Budget)

9. How will the project be marketed and advertised? Please be as specific as possible including targeted media and any partnerships or collaborative marketing related to your project (Marketing Plan)?
10. Is this a new or first time project? If not, please explain previous experience.
11. How will this project/event practice environmental sustainability?

### Proposed Project Budget

Complete a detailed line-item budget (example below). 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.

Official bid estimates and/or supporting documentation, showing how the projected expenses have been determined, may be included with application.

LINE ITEM	2023-2024 Projected Expenses	Amount of Grant Funds Requested
Salaries (NOT AN ELIGIBLE EXPENSE)		
Insert Description		
Supplies/Materials/Equipment		
Insert Description		
Marketing		
Insert Description		
Contractual Services (i.e. Consultant Fees)		
Insert Description		
Other		
Insert Description		
<b>TOTAL</b>		

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
<b>TOTAL</b>	
REVENUE OR SPONSORSHIPS GENERATED BY THE PROJECT THAT SUPPORT ONGOING OPERATIONS OF THE ORGANIZATION <small>(List by Source and Amount • Cash)</small>	Amount

*(include generated revenue above and beyond that needed to operate the project/ event)	
<b>TOTAL</b>	

**Required Documentation Checklist**

The following items must be submitted with your application:

- Copy of current Brentwood business license certificate or (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
- Project Narrative
- Estimated Budget and Projected Revenue (if any)
- Marketing Plan
- Authorization Letter granting permission from the property owner of where the project will take place, *as needed*

**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 Division.

I understand it is the applicant’s responsibility to adhere to all application instructions and requirement, including submission dates and timelines as well as the required and detailed back up information.

I have read and understand the 2023-2024 Economic Development Grant Program application requirements. I understand that an estimated budget, including back up estimates and/or price quotes are required to have funding considered for each reimbursable item.

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: \_\_\_\_\_

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

**Example of Reimbursement Report – Line Item Reporting**

<b>19-20 Grant Itemized Request for Funding</b>				
<i>City Use Only</i>				
Vendor	Description	Request amount based on Bid/Pricing	<i>Proof of Bid/Estimate</i>	<i>Approved Expense Amount</i>
<b>Miscellaneous Supplies</b>				
Ace Hardware	Plants for decorating (No bid or pricing)	\$450	No	0
Ace Hardware	Brackets for Display signs (Pricing Attached)	\$75	Yes	\$75
<b>TOTAL:</b>		<b>\$525</b>		<b>\$0</b>
<b>Food &amp; Beer</b>				
Sierra Nevada Brewery	Kegs (MOU attached)	\$250	Yes	250
Joe Schmo Food Truck	Catering for event (Pricing attached)	\$1,000	Yes	1000
Happy For You Beer	Beer and Wine (Pricing attached)	\$800	Yes	800
<b>TOTAL:</b>		<b>\$2,050</b>		<b>\$2,050</b>
<b>Marketing/Advertising</b>				
Brentwood Press	Advertisement Pricing Attached	\$900	Yes	900
110 Degree Magazine	Advertisement Pricing Attached	\$900	Yes	900
<b>TOTAL:</b>		<b>\$1,800</b>		<b>\$1,800</b>
<b>Contractual Services</b>				
Secure You	Security for Event (contract attached)	\$1,000	Yes	1000
John Doe Music	DJ Services (No Bid or Pricing)	\$500	No	0
Live it Up Band	Band (Bid attached)	\$2,000	Yes	2000
Delta Fence	Fencing Services (Bid attached)	\$750	Yes	750
City of Brentwood	Facility Rental (Rental Contract attached)	\$1,000	Yes	1000
<b>TOTAL:</b>		<b>\$5,250</b>		<b>\$4,750</b>
<b>TOTAL GRANT FUNDING REQUEST</b>		<b>\$9,625</b>		
<b>APPROVED:</b>		<b>8,675</b>		
<b>NOT APPROVED:</b>		<b>\$950</b>		