

CITY COUNCIL AGENDA ITEM NO. H.3
06/24/2025

SUBJECT: Proposed Funding Awards for the FY 2025-26 Economic Development Grant Program

DEPARTMENT: City Manager

STAFF: Sukari Beshears, Interim Assistant City Manager
Ricardo Noguera, Economic Development Manager
Abraham Salinas, Senior Analyst

TITLE/RECOMMENDATION

Consider the following:

1. Adopt a resolution approving a grant from the City's 2025-26 Economic Development Grant Program for Brentwood on Ice in the amount of \$25,000.
2. Adopt a resolution approving grants from the City's 2025-26 Economic Development Grant Program in the amount of \$129,500.

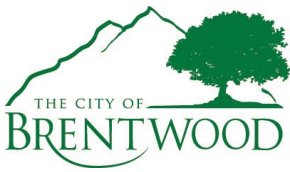
FISCAL IMPACT

The total fiscal impact is anticipated to be \$154,500, as recommended by the Land Use and Development Committee. The fiscal year 2025-26 Economic Development Grant Program has a total of \$179,315 available for funding. Funds for the Economic Development Grant Program are sourced from the required 20% set-aside in the City's Business License Tax program and do not have a General Fund impact.

BACKGROUND

In 2002, the residents of Brentwood voted to amend the City's Business Tax Certificate ordinance, which is commonly referred to as a business license. This Business Tax Certificate is a tax on businesses based upon the business type and their gross receipts. The Business Tax Certificate ordinance established an "Economic Development Grant Program" by setting aside annually 20% of all revenue generated through the program. The language of the ordinance ([Brentwood Municipal Code § 5.04.060 'Tax rate'](#)) is as follows:

"Twenty percent of the business license tax collected shall be set aside for economic development for the explicit purpose of business promotion and institutional advertisement for the City of Brentwood.



CITY COUNCIL AGENDA ITEM NO. H.3
06/24/2025

Organizations, including the City of Brentwood and the Brentwood Chamber of Commerce, may apply annually for the use of these funds on a project by project basis to the city manager. Disbursement of these funds would require City Council approval.”

Historically, the funds have been set aside to support economic development efforts for the explicit purpose of promoting business development (supporting both existing and new businesses across the community), community services, and institutional advertisement for the City of Brentwood. Disbursement of these funds requires City Council approval. Since 2004, the program has awarded approximately \$3 million in grant funding.

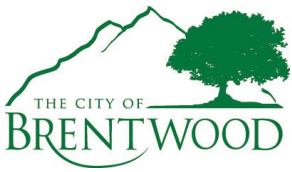
COMPETITIVE GRANTS (FY 2025–26)

On April 2, 2025, the City of Brentwood issued a press release inviting applications from eligible non-profit organizations and businesses for the FY 2025–26 Competitive Economic Development Grant Program. The application window was open from April 7 through May 1, 2025. To support interested applicants, Economic Development staff hosted a virtual workshop on April 17, 2025. Grant materials were made available on the City’s website and were promoted via social media, direct email outreach, and a feature in a local news publication. Staff were also available to meet with applicants individually, either in person or via Zoom, to address questions and provide guidance.

A total of \$179,315 in funding is available for the FY 2025–26 cycle. The City received 18 applications, requesting approximately \$384,000 in total funding.

A review committee composed of the City’s Economic Development Manager and a Recreation Supervisor from the Parks & Recreation Department evaluated the submissions. Rather than making independent funding recommendations, staff invited the Land Use and Development Committee (LUD) to review all applications and develop formal recommendations for City Council consideration.

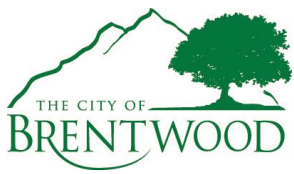
On May 19, 2025, staff presented the funding requests to the LUD. Following a robust discussion and evaluation, LUD recommended that the City Council award a total of \$154,500 in Economic Development Grant funds to selected organizations, projects, and events.



CITY COUNCIL AGENDA ITEM NO. H.3
06/24/2025

The following reflects LUD's recommendations to the City Council:

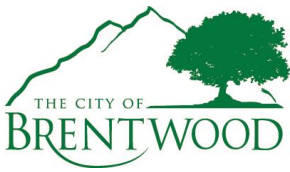
Project/Event	Organization	FY 24/25 Funding Award	Requested Funding	LUD's Recommended Funding
Annual Father's Day Tournament & Festival	Chosen Sports Leagues, Inc.	\$0	\$25,000	\$6,000
Banner Up!	Art Guild of the Delta, Inc.	\$5,000	\$13,000	\$5,000
BowBow Fest	Doggy Mama's Kitchen	\$0	\$24,814	\$0
Brentwood On Ice	Got A Party	\$22,500	\$44,000	\$25,000
Brentwood Security Job Placement Program	Affiliated Martial Arts promoter's Association (AMAPA)	\$0	\$21,900	\$0
Brentwood Turkey Trot	Brentwood Elementary & Liberty High School Districts	\$11,000	\$33,000	\$10,000
Community Impact Through Inclusive Events & Education Support	Chill Tea and Coffee	\$0	\$8,000	\$4,000
Delta Quilters Guild 2026 Quilt Show	Delta Quilters Guild	\$3,800	\$3,800	\$3,800
Dia De Los Muertos	Azucar Candies and More	\$18,000	\$18,000	\$18,000
Dream Team After School Program	Dream House: A Center for Family Development	\$0	\$97,000	\$0



CITY COUNCIL AGENDA ITEM NO. H.3
06/24/2025

Project/Event	Organization	FY 24/25 Funding Award	Requested Funding	LUD's Recommended Funding
East Bay Business Expo and Job Fair 2026	Brentwood Chamber of Commerce	\$9,000	\$9,000	\$14,000
Exception Day	Be Exceptional	\$0	\$5,000	\$2,500
Festival 10 4.0	Ghostlight Theater Ensemble	\$0	\$16,000	\$8,000
La Gran Fiesta	Brentwood Chamber of Commerce	\$6,000	\$10,000	\$10,000
Lunar Year Festival	Chinese Cultural Club	\$1,000	\$1,200	\$1,200
Merchandise Tailored	Spinola Farms & Co.	\$0	\$5,000	\$0
Novacon	Lovely Nova Arts	\$0	\$5,000	\$3,000
Oktoberfest	Brentwood Downtown Coalition	\$44,000	\$44,000	\$44,000
Total			\$383,714	\$154,500

Staff now seeks direction from the City Council in funding these grant amounts. These will be formally considered in two separate actions by the City Council. First, the Council will consider and take action on the request from Brentwood on Ice. As the Vice-Mayor has a conflict of interest as to this applicant, the Vice-Mayor will recuse herself from this portion of the meeting and will not participate in the discussion or decision. Next, the full City Council will consider all other grant requests and take action on those. Two resolutions are included for consideration separately as to the funding recommendations.



CITY COUNCIL AGENDA ITEM NO. H.3
06/24/2025

CITY COUNCIL STRATEGIC INITIATIVE

Not Applicable.

PREVIOUS ACTION

Previous Action by the City Council is included on Attachment 1.

DATE OF NOTICE

Not Applicable.

ENVIRONMENTAL DETERMINATION

Not Applicable.

ALTERNATIVE OPTION(S)

Alternative Options to LUD's Recommendation:

1. Do not approve LUD's recommendation.
2. Modify LUD's recommendation.
3. Continue item with direction for staff to return with additional information.

ATTACHMENT(S)

1. Previous Action
2. Resolution – FY 2025-26 ED Grant Program Award for Brentwood On Ice
3. Resolution – FY 2025-26 ED Grant Program Awards
4. 5-Year ED Grant Program Funding History