

**LAND USE AND DEVELOPMENT COMMITTEE  
AGENDA ITEM NO. XX  
MM/DD/YYYY**

---

**SUBJECT:** ED GRANT PROGRAM PRIORITY - City Manager-2026-21.docx

**DEPARTMENT:** City Manager's Office

**STAFF:** G. Harold Duffey, City Manager  
Ricardo Noguera, Economic Development Manager

---

### **TITLE/RECOMMENDATION**

Review/revise and provide recommendations to the City Council on the proposed allocation of funds for the Economic Development Grant Program "Priority Projects" category. The proposed funding allocations are as follows:

- ◆ FY 2026/27 in the amount of \$82,812
- ◆ FY 2027/28 in the amount of \$85,297

### **BACKGROUND**

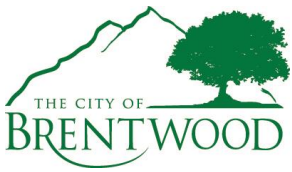
On November 5, 2002, citizens voted in a general election to amend the Brentwood Municipal Code to change the business license tax to a gross receipts tax structure. As part of the new tax structure, 20% of business license tax revenues are to be reserved for the explicit purpose of business promotion and institutional advertisement for the City of Brentwood. Subsequently, the Business License Grant Program (now referred to as the Economic Development Grant Program) was established.

#### **Priority Projects are Established**

In 2013, the Land Use and Development (LUD) Committee asked for a comprehensive review of the grant program in order to improve its efficiency and effectiveness. After several meetings, the committee recommended that a **list of priority events, projects or programs be funded on an ongoing basis.** As part of this process, the City Council established a "Priority Events" category. Priority events are funded for two consecutive years and align with the two-year budget cycle.

#### **Recommendations for LUD to Consider for Priority Projects**

Staff is recommending LUD review staff's recommendations below and ultimately make formal recommendations to the City Council to consider funding for the next two-year budget cycle for Priority Projects. The table below includes last fiscal year's



**LAND USE AND DEVELOPMENT COMMITTEE  
AGENDA ITEM NO. XX  
MM/DD/YYYY**

approved funding and staff’s recommendations for the next two years (FY 2026/27 and FY 2027/28). We anticipate a 3 percent increase over this current year’s funding amount.

<b>PROJECT</b>	<b>AGENCY</b>	<b>APPROVED FUNDING (FY 2024/25 &amp; F2025/26)</b>	<b>PROPOSED FUNDING FY 2026/27</b>	<b>PROPOSED FUNDING FY 2027/28</b>
Holiday Parade	Brentwood Chamber of Commerce	\$8,500	\$8,755	\$9,018
Hometown Halloween	Brentwood Chamber of Commerce	\$4,000	\$4,120	\$4,244
Harvest Time Trail Map	Harvest Time	\$10,000	\$10,300	\$10,609
Summer Concert Series	City of Brentwood	\$50,000	\$51,500	\$53,045
Movies in the Park and Annual Holiday Tree Lighting	City of Brentwood	\$7,900	\$8,137	\$8,381
<b>Total Funding Request</b>		<b>\$80,400</b>	<b>\$82,812</b>	<b>\$85,297</b>

**Additional Priority Events**

In the event the Committee has the desire to add additional Priority Event(s) to the Economic Development Grant fund budget, the event cost(s) would reduce the amount available for the 2026/27 Competitive Grant Cycle, as detailed below.

**FY 2026/27 COMPETITIVE GRANT CYCLE**

After funding the proposed costs of Priority Projects as listed above, the balance available to support Competitive Grants for the two-year budget cycle is as follows:

2026/27 Economic Development Grant Funds Available	\$272,375
Less: 2026/27 Continued Priority Events Estimated Costs	<u>82,812</u>
2026/27 Available for Competitive Grants	<u>\$194,563</u>

**ATTACHMENT(S)**