

City of Brentwood Economic Development Grant Program Guidelines & Application Packet

2021-2022



Application deadline: March 26, 2021

2021-2022 Economic Development Grant Program

Applications are currently being accepted for the FY 2021-2022 cycle – i.e., projects occurring between July 1, 2021 and June 30, 2022. Applications must be submitted, no later than the deadline of **5:00 p.m., Friday, March 26, 2021.**

Background

The City of Brentwood sets aside 20% of its business license 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 and restrictions (see below). Applications are reviewed and scored by an internal staff team and brought to the City Council for consideration and approval. All applicants will be notified of the outcome.

If approved, and upon completion of the project, the applicant shall submit the required forms (with supporting documentation) requesting reimbursement of approved expenses. Alternatively, the approved applicant may work with staff to arrange for grant reimbursements to be paid in quarterly installments or in progress payments, depending on length of project.

Who Can Apply?

Any organization can apply, if they have a current Brentwood Business License unless exempt. If the organization is a non-profit tax-exempt organization, then proof of status from the State and Federal determination letters must be submitted.

Application Requirements

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

- Submit a completed original application with authorized signature(s) by the deadline, with all items on the checklist below; original hardcopy is required.
- Application must be legible; preferred typed or printed.
- Submit a copy of current business license certificate if not exempt. If exempt, provide proof of exemption. 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 and benefit the community, not an individual business.
- Organizations must operate without discrimination.
- Events, projects or programs must be held between July 1, 2021 and June 30, 2022.
- A comprehensive budget **MUST** be attached; this budget must include official bid estimates and/or supporting documentation, showing how the projected expenses have been determined. Funding will not be considered for those line items without

supporting documentation (if a bid or estimate is not attached during the time of the application, the item will not be approved for reimbursement).

- Items that were not listed on the original application for grant approval will not be considered for reimbursement.
- 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.

Restrictions and Additional Information

- Funding cannot be used towards staff salaries or benefit costs.
- The City logo cannot be used without the prior approval from City staff.
- 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.
- Pass through payments are not allowed.
- 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 925-516-5118.

Application Review Criteria and Scoring (110 possible points) Applications will be reviewed and scored based on the following criteria. Scoring is based on a detailed Project Narrative, a detailed Budget with supporting documentation and a detailed Marketing Plan.

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 would increase shopping and tourist activity in Brentwood and demonstrate maximum return on City's investment. (10 possible points)
4. Project would build goodwill among local businesses and support the overall vibrancy and cohesion of the local business community. (10 possible points)
5. Project would reinforce the image of Brentwood as a high-quality community. (10 possible points)
6. Project would generate tax revenue, jobs, and other economic benefits to the City. (10 possible points)
7. Project would support small business development. (10 possible points)
8. Project demonstrates a stable management structure and full fiscal accountability which includes a detailed, reasonable budget that consists of eligible expenses, a strong financial commitment of matching private funds, and the minimum use of City funds. (10 possible points)
9. Project includes a well-developed, strategic marketing plan. (10 possible points)
10. Project is creative or a new/first-time event? (10 possible points)
11. The project/event is Eco-friendly. (Promotes new innovative technology, GREEN technology, Eco-friendly, i.e. re-cycled materials, paperless, etc.) (10 possible points)

Application Deadline

Application and supporting documents must be received by the Economic Development Division no later than **March 26, 2021 - 5:00 p.m.** Postmarks are NOT acceptable. *Applications will be reviewed and scored with decisions based on the information provided.* Successful applicants will have their proposals brought to the City Council for consideration of the grant.

Please submit applications to: City of Brentwood, City Manager's Office – Economic Development, 150 City Park Way, Brentwood, CA 94513 or scanned by email to: economicdevelopment@brentwoodca.gov.

Application Checklist

The following items must be submitted by the deadline:

- Completed Application with completed Project Narrative (1 original)
- 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 status must be submitted – one copy of State and Federal tax ID forms attached to original application)
- Completed Budget including bids and/or estimates
- Completed Marketing Plan
- Statement of Financial Need

Quarterly or Final Grant Reimbursement Reports

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

- Quarterly or Final Grant Reimbursement Report
- Documentation of expenses for reimbursement (Detailed Expense Report)
- Payment documents (Invoices, receipts)
- Bank Statement (Proof of payment for each reimbursable item)
- Narrative Report (due with Final Grant Reimbursement)

The Quarterly and Final Grant Reimbursement reports will be available online. For more information on reimbursement or the required forms/documentation, please contact Economic Development staff at: 925-516-5118.



Economic Development Grant Program Application
Fiscal Year 2021-2022

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 #: _____

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 build goodwill among local businesses and support the overall vibrancy and cohesion of the local business community?
5. How will the project reinforce the image of Brentwood as a high-quality community?
6. How will the project generate tax revenue, jobs, and other economic development benefits to the city?
7. Will the project support small business development? If so, how?
8. 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? How does this project minimize the need for City funding and maximize the

City's return on investment? 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 first time project/event (new, creative)? If no, please explain previous experience.
11. Is this project/event Eco-friendly?

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, must be included with application. Funding will not be considered for those line items without supporting documentation.

LINE ITEM	2021-2022 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		
TOTAL		

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	

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
- Detailed Budget with supporting documentation
- Marketing Plan
- Authorization Letter granting permission from the property owner of where the project will take place, *as needed*

Please do not bind your application packet. Please secure with paper clip/s.

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 2021-2022 Economic Development Grant Program application requirements. I understand that a detailed 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

21-22 Grant Itemized Request for Funding				
<i>City Use Only</i>				
Vendor	Description	Request amount based on Bid/Pricing	<i>Proof of Bid/Estimate</i>	<i>Approved Expense Amount</i>
Miscellaneous Supplies				
Ace Hardware	Plants for decorating (No bid or pricing)	\$450	No	0
Ace Hardware	Brackets for Display signs (Pricing Attached)	\$75	Yes	\$75
TOTAL:		\$525		\$0
Food & Beer				
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
TOTAL:		\$2,050		\$2,050
Marketing/Advertising				
Brentwood Press	Advertisement Pricing Attached	\$900	Yes	900
110 Degree Magazine	Advertisement Pricing Attached	\$900	Yes	900
TOTAL:		\$1,800		\$1,800
Contractual Services				
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
TOTAL:		\$5,250		\$4,750
TOTAL GRANT FUNDING REQUEST		\$9,625		
APPROVED:		8,675		
NOT APPROVED:		\$950		