

City of Brentwood Economic Development Grant Program Guidelines 2026-2027



Application Deadline: April 30, 2026
11:59 P.M. Pacific Time (PT)



2026 - 2027 Economic Development Grant Program

A. Application Deadline (Subject to Change)

Applications will be accepted for the FY 2026 - 2027 cycle beginning **Monday, April 13, 2026** (for projects occurring between July 1, 2026 and June 30, 2027). Applications must be submitted and received no later than the deadline of **11:59 p.m. Pacific Time (PT), Monday, April 30, 2026. Applications received after the deadline will not be accepted.** Applications may be submitted by one of the following two formats:

Mailed submissions:

**Attention:
City Manager's Office – Economic Development Division
150 City Park Way
Brentwood, CA 94513-1164**

Electronic submissions:

Email: economicdevelopment@brentwoodca.gov

The application form is available as a fillable PDF or PDF download at:

<https://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 revenue 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 City staff and submitted to the Land Use and Development (LUD) Committee, then presented to the City Council for final 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% of the funds can be paid after July 1st of the program year and no earlier than 90 days before the event. The balance of funds will be paid once the City receives and approves all required documents. For new applicants, the grant reimbursement will be paid out in one lump sum within

30 calendar days of submittal of the Final Report & Reimbursement Form (including required documents), 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 exempt from the Business License Requirement. Non-profit and/or tax-exempt organizations are also eligible, provided 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 be typed and must be legible if printed.
3. Submit a copy of current Business License Certificate (if not exempt). Non-profit and 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 of the City of Brentwood. Final approval will be determined by the City Council.
6. Grantee must use funds awarded solely for the purpose of pursuing the project's scope, which must not include any conduct in violation of any federal, state, or local anti-discrimination law. If the City Council determines that a grantee, through its officers, employees, and/or agents, has violated such anti-discriminatory law in the course of carrying out the grant-funded project, 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, 2026 and June 30, 2027**.
8. An estimated budget that includes projected expenses, sources of revenue, projected revenue, and estimated net revenue, **MUST** be provided in the application. If net revenue is projected, applicant must explain how the funds will be used for the organization or business.

9. Describe the target population, economic development gaps or opportunities that the project, event, and/or business development project will fill or provide. 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.
11. Submit latest Final Report & Reimbursement Request Form (only applies to prior Economic Development Grant Program recipients)
12. Obtain all required insurance (indemnifying the City) and submit proof of insurance to the City prior to implementing a project or holding an event.

F. Additional Information

1. Grant funds may be used for operational expenses, but cannot be used 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 shall review the application to ensure there are no major concerns.
7. If a script is developed as part of a project or event, applicants must provide the script to the City at least two weeks in advance.
8. If an applicant would like to meet with staff to pre-review applications prior to submittal or if assistance is needed with the application, please schedule an appointment by calling at 925-516-5440 or email economicdevelopment@brentwoodca.gov

G. Application Review Criteria and Scoring (100 possible points)

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

1. Project or event description is clear and concise; includes purpose, goal(s), location, 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. (20 possible points)
3. Project will increase shopping and tourist activity in Brentwood and demonstrate maximum impact on the City's economic development. (30 possible points)
4. Project will support small business development. (15 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. (20 possible points)
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: 100 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 & Reimbursement Request Form in order to receive grant funds.
2. If it is determined that a grant awardee did not clean-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.

The **2026 - 2027 Final Report & Reimbursement Request Form** will be available online at:

<https://www.brentwoodca.gov/business/economic-development/grants-and-incentives>

For more information on reimbursement or the required forms and documentation, please contact our Economic Development Department at 925-516-5440 or economicdevelopment@brentwoodca.gov