

City of Brentwood Economic Development Grant Program Application 2024-2025



Application Deadline: April 4, 2024
11:59 P.M. Pacific Daylight Time (PDT)





Economic Development Grant Program Application
Fiscal Year 2024-2025

Project Information

Proposed Project Name: _____

Lead/Sponsoring Organization: _____

Day(s) and Time(s) of Project: _____

Project Location: _____

Length of Project: _____

Estimated Number of Participants or Attendees: _____

Total Estimated Project Budget: \$ _____

Amount of Requested Grant Funds: \$ _____

Contact Information

Name and Title of Contact Person: _____

Mailing Address: _____

City: _____ State/Zip: _____

Telephone: _____ Email: _____

Business License #: _____ Exempt from Business License requirement

Non-profit ID #: _____

All applicants must carefully review the Economic Development Grant Program Guidelines before completing this application.

Scoring will be given based on the information provided below.

Proposed Project Narrative

Answers to the questions below must be submitted using ONLY the provided form. *(Please be concise.)*

1. Describe the project/event in detail. Provide the project/event purpose, goal(s), location, time, date, and any other relevant information.
(10 Points) (2500 Character Maximum)

2. How does the project align with the current City Council Goals and Strategic Plan or the City's overall Economic Development Plan/efforts AND how will the project achieve positive publicity for Brentwood throughout the region?
(20 Points) (2500 Character Maximum)

3. How will the project increase shopping and tourist activity in Brentwood while also demonstrating a maximum impact on the City's economic development?
(30 Points) (2500 Character Maximum)

4. Will the project support small business development? If so, how?
(15 Points) (2500 Character Maximum)

5. How does the project demonstrate 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 to answering this question, applicants who have been grantees in past years are required to provide the previous year's Final Report and Reimbursement Request.)
(20 Points) (2500 Character Maximum)

6. Is the project a new or a first-time event? If it is a new project or first-time event, will it fill a need not currently provided in the community? If so, how?
(5 Points) (2500 Character Maximum)

Estimated Project Budget

Complete the estimated project budget form below. If the total project costs exceed the amount of grant funds requested, provide other funding sources for the project.

2024/25 Economic Development Grant Program Estimated Budget	
Revenue	Amount
Grant Funding Request	
Sales (ticket sales, booths, food/drinks, etc.)	
Sponsorship (donations, in-kind, etc.)	
City Fee Waivers (Facilities, Police, Parks & Recreation, etc.)	
Other source(s) of funding/revenue	
Total Estimated Revenue	

Expenses	Amount
Employee/Volunteer (non-reimbursable expense)	
Advertising/Marketing	
Contractual Services	
Materials (signs, t-shirts, decorations, etc.)	
Food/Drinks/Meals	
Insurance	
Permits	
Office Supplies	
Rentals	
City Services	
Other Expenses	
Total Estimated Expenses	
Estimated Net Profit or Loss (Total Estimated Revenue – Total Estimated Expenses)	

If there is an estimated net profit, describe how the funds will be used. (500 Character Maximum)

City Services/Facilities and City/Police Fee Waivers

1. What City services/facilities (if any) will be required for the proposed project?

2. Do you plan on applying for any fee waivers from the City or Police Department?
If yes, please describe below?

Required Documentation Checklist

The following items must be submitted with your application:

- Completed, initialed, and signed 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).
- Authorization Letter granting permission from the property owner where the project will take place (if applicable).
- Copy of most recent Final Report & Reimbursement Request Form (only applies to returning grant recipients).
- Evidence of approval by the organization's Board of Directors (if applicable).
- Attach any additional information you would like to include as part of the application.

ACKNOWLEDGEMENT

INITIALS

1. I understand that 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. If applicable, I have also attached a written explanation.

2. I will use any grant 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.

3. I understand this event, project or program must be held between July 1, 2024 and June 30, 2025.

4. An estimated budget that includes projected expenses, sources of revenue, projected revenue, and estimated net revenue, has been provided in this application. If net revenue is projected, an explanation of how the funds will be used for the organization or business has also been included.

5. I will obtain all required insurance (indemnifying the City) and submit proof of insurance to the City prior to implementing a project or holding an event.

6. I understand that grant funds may be used for operational expenses, but cannot be used for staff salaries or benefit costs.

7. I understand that fundraising is permitted. However, applicants must specify how grant funds are to be allocated in this regard. (refer to the estimated project budget)

8. I understand that pass through payments are not allowed. (For example, a grantee cannot transfer funds to another event or a new organization to run an event.)

9. I understand that the City of Brentwood logo must be included in all marketing materials as a sponsor.

10. I understand that if a script is developed as part of this project or event, I must provide the script to the city least two weeks in advance.

11. I am authorized to submit this application on behalf of the organization I represent. The information provided is true and correct.

ALL APPLICANTS MUST PRINT ACKNOWLEDGEMENT AND INITIAL/SIGN USING BLUE OR BLACK INK

_____ 12. 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.

_____ 13. I understand that any variations to the original request for funding will need to be addressed to the Economic Development Division.

_____ 14. I understand it is the applicant’s responsibility to adhere to all application instructions and requirements, including submission dates and timelines, as well as the required and detailed back up information.

_____ 15. I have read and understand the 2024-2025 Economic Development Grant Program Guidelines and application requirements.

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: _____

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 insurance, permits, and/or consents or approvals required by the City.