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# Press Release

Contact: Jill Bergman  
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FOR IMMEDIATE RELEASE  
4:00 p.m. March 29, 2017

## **Business Promotion Fund Applications Available Town program assists business growth and development**

In its ongoing effort to foster good partnerships with Danville businesses, the Town of Danville is again offering Business Promotion Funds for all qualified businesses.

Each year during its budget planning cycle, the Town Council appropriates funds for business promotion within Danville. Funds provided through the program must be used for purposes deemed to be most advantageous to a broad range of the Danville business community. Town of Danville Economic Development Manager Jill Bergman said the program is designed to be of assistance to the business community as a whole.

“Funds awarded through the program are intended to encourage business collaboration and support marketing efforts for events that promote commerce among multiple businesses,” she explained. “The funds cannot be used for the preparation of specialized studies or reports, or to promote specific individual businesses or organizations.”

Bergman said that because of the overwhelming response to the program in past years, the Town will focus on providing funding for applications:

- Willing to provide matching funds
- Demonstrate creativity
- Emphasized collaboration among multiple businesses
- Tap into local resources for project success

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- Stimulate economic development in the Town of Danville

The application process begins Tuesday, March 28, 2017. To request an application, or obtain additional information, please visit the Town's website [www.danville.ca.gov](http://www.danville.ca.gov) or contact Jill Bergman, Economic Development Manager, for an application package at 314-3369 or [jbergman@danville.ca.gov](mailto:jbergman@danville.ca.gov).

All applications must be delivered to the Danville Town Offices by Friday, April 21, 2017 at 5:00 p.m.