



Request for Business Promotion Funds Application Process

The Town Council is seeking grant applications for general business marketing and promotion activities within the Town of Danville.

Grant Funding

This grant includes a \$20,000 max fund that is allocated in maximum \$1,500 allotments, *unless* the application demonstrates that the event is coordinated and marketed in conjunction with other events during same time period (e.g., Summerfest event or Shopping area collective marketing mailer), in which case the maximum grant amount may be increased up to \$2,500 per grant application.

Application Criteria

These funds are intended to help market event promotion/activities while assisting in a larger scope of business promotion for the business community. Therefore, all applications will be reviewed to determine if the marketing or promotion activities are: (a) deemed to be most advantageous to a *broad range* of Danville's business community; and (b) anticipated to yield the greatest level of *direct and immediate* results and (c) encourage *collaboration* among Danville businesses

Due to overwhelming response to this program in past years, the Town will focus on providing funding for applications that best demonstrate creativity, cooperation from multiple businesses, vested partners, detailed pre-planning and projects which would stimulate economic development within the Town of Danville and tap into local resources for project success.

Funds may not be used to promote or support specific individual businesses or organizations, or require the preparation of specialized studies, reports, etc. Preference will be given to requests that provide matching funds and to those applications with particular emphasis targeting both residents and those outside the community to promote awareness of Danville businesses and encourage new customers to patronize local businesses. Preference will also be given to applications that demonstrate collaboration among multiple businesses.

510 LA GONDA WAY, DANVILLE, CALIFORNIA 94526

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Submittal and Timeline

Organizations or individuals seeking Business Promotion Funds are invited to submit proposals to the Town of Danville. To request an application, or obtain additional information, please visit the Town's website www.danville.ca.gov or contact Jill Bergman at (925) 314-3369.

Grant applications will be accepted from March 28, 2017 to April 21, 2017. **All applications must be received in the Town Offices by Friday, April 21, 2017 at 5:00 p.m. to be considered.**

Funding requests for 2017-2018 will be considered by the Town Council as part of the Town's annual budget process.

Purpose:

- To help plan and organize your project or event
- To provide the Town Council with information to effectively evaluate the proposal and understand how the proposal has a direct connection to business promotion in the Town of Danville
- To enable staff to plan and provide necessary support
- To provide standard date for future planning and refinement of programs

All fields are required to be completed for consideration:

Organization:

Project/Event Name:

Contact Information:

▪ **Name:**

▪ **Address:**

▪ **Phone:**

▪ **E-Mail:**

Project Costs

▪ **Total Project Budget:** \$

▪ **Total Town Request:** \$

▪ **Event Insurance Cost:** \$

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Please Note: The application must include the following information as a separate attachment. Applications that do not include the requested information may not be considered.

1. How would the specific goals of the project relate to the promotion of economic development within the Town of Danville?
2. Which sector(s) of the business community would this project benefit and how will it benefit them?
3. Describe how the project, with the use of Business Promotion Funds, would yield direct and immediate results within the business community.
4. How would you incorporate any marketing elements to be produced to be consistent with the Town's evolved "Shop Danville First" Branding and Marketing Program (i.e. tag line, website, logo, merchandise, etc.)?
5. What metrics would you use to measure the success of this project and what methodology would be utilized to take these measurements?
6. If you or your organization has received Business Promotion Funds from the Town within the previous three years, please submit a complete financial summary of the last project which utilized Town funding. Please indicate all line items of the project where public funds were used.

Projected - Operating Expenditures

Personnel Salaries:	Project Budget	Town Request
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Personnel Salaries – Subtotal:	\$ _____	\$ _____
Fringe Benefits:		
▪ _____	\$ _____	\$ _____
Contract Services:		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Personnel Expenses – Total:	\$ _____	\$ _____
Non-Personnel Expenses:		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Non-Personnel Expenses – Total:	\$ _____	\$ _____
Operating Expenditures – Total:	\$ _____	\$ _____

Projected - Capital & Equipment Expenditures

Itemized Expenditures:	Project Budget	Town Request
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Capital & Equipment – Total:	\$ _____	\$ _____
All Expenditures – Grand Total:	\$ <input type="text"/>	\$ <input type="text"/>

Projected Income

Earned Sources:	Project Budget	Town Request
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Earned Income – Total:	\$ _____	\$ _____
Contributions/In-Kind:		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____		
▪ _____	\$ _____	\$ _____
Contributed Income – Total:	\$ _____	\$ _____
All Income – Grand Total:	\$ <input type="text"/>	\$ <input type="text"/>

Budget Prepared By: _____ Date: _____
Contact Phone No.: _____ E-Mail: _____