



"Small Town Atmosphere
Outstanding Quality of Life"

Request for Business Promotion Funds Application Process

The Town Council annually appropriates \$50,000 for business promotion activities within the Town of Danville. Funding requests for Fiscal Year 2018/19 will be considered by the Town Council as part of the Town's annual budget process. Business Promotion Funds must be used for purposes deemed to be most advantageous to a broad range of Danville's business community and anticipated to yield direct and immediate results and encourage collaboration of businesses in Danville. Funds may not be used to promote or support 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 an emphasis on targeting *residents and those outside the community* to promote awareness of Danville's businesses, leverage customer engagement and fosters collaboration among multiple businesses. These funds are not intended for event promotion, but to assist in a larger scope of business promotion for the business community.

The Business Promotion Funding Program consists of two grant categories:

1. Cohesive Marketing
2. General Business & Marketing Promotion

COHESIVE MARKETING

The purpose of this Business Promotion funding category is to support online marketing efforts that support Danville's "Live Locally" brand among its primary target audience while reaching out to secondary target markets. A total of \$20,000 is available in this category.

The Cohesive Marketing effort must "rise above the noise" and differentiate itself from traditional marketing efforts and be relevant with current trends, shopping behaviors of consumers. Efforts should be designed to build loyalty to the Danville brand, support economic vitality, utilize digital media, and promote brick and mortar businesses while promoting collaboration among Danville-based businesses.

510 LA GONDA WAY, DANVILLE, CALIFORNIA 94526

Administration (925) 314-3388 Building (925) 314-3330 Engineering & Planning (925) 314-3310 Transportation (925) 314-3310 Maintenance (925) 314-3450 Police (925) 314-3410 Parks and Recreation (925) 314-3400

1. Cohesive Marketing and Business Promotion efforts should:

- a. Include multiple opportunities to promote brick and mortar businesses to Danville's target audiences.
- b. Be mobile responsive and able to integrate into multiple online platforms.
- c. Provide one-on-one consultation and hands-on assistance to business owners to develop and grow their online presence at no additional cost.
- d. Utilize universal technology solutions for unified business promotion
- e. Utilizes universal technology solutions for unified business promotion and growth, including but not limited to, Yelp, Google My Business, Google Maps, Grub Hub, DoorDash, etc.
- f. Ensure program/platform(s) are financially manageable on a long-term basis after initial grant funding support is exhausted.

GENERAL BUSINESS MARKETING AND PROMOTION

The remaining \$30,000, would be available to the business community through marketing and promotion grants. Grants are funded in maximum \$1,500 grant funding allotments, unless the application demonstrates that the event is coordinated and marketed in conjunction with other events during same time period (e.g., Art & Wine Stroll, Where's Waldo Passport event, Customer Loyalty Program, etc.), in which case the maximum grant amount may be increased up to \$2,500 per grant application provided funding is available.

2. General Business Marketing & Promotion efforts should:

- a. Engage consumers with experiential events, and provide collaborative business promotion opportunities
- b. Promote events or cooperative marketing programs through print and/or digital mediums
- c. Incorporate "Live Locally" branding into all marketing efforts, including logos, cyanotypes, website link/mention, templates, Instagram, etc.

APPLICATION PROCESS

All applications for Business Promotion Funds are reviewed by the Town to determine whether a proposal will be funded, as well as, the appropriate funding amount. Due to overwhelming response to this program in past years, the Town will focus on providing

March 14, 2018
Page 3

funding for applications that best demonstrate creativity, cooperation from multiple businesses, and projects which would advance the online presence of local businesses.

Organizations or businesses 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 at www.danville.ca.gov, or contact Economic Development Manager Jill Bergman at (925) 314-3369. Grant applications will be accepted from March 16, 2018 to April 20, 2018. **All applications must be received in the Town Offices by Friday, April 20, 2018 at 5:00 p.m. to be considered.**

Commented [NR1]: Or Lianna?

**TOWN OF DANVILLE
2018/19 BUSINESS PROMOTION FUNDING - APPLICATION**

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:** \$

March 14, 2018
Page 5

Please Note: The application must include the following information as a separate attachment. Applications that do not include the requested information will 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 that would be produced as a result of the Town's "Live Locally" branding effort (e.g., logos, website, templates, cyanotypes, 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:	\$ _____	\$ _____
Additional Personnel 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: _____