



"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 2019/20 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, Mobile Apps, 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

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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.

Business Promotion Funds Agreements (“Agreement”) outlines the understandings, responsibilities and conditions associated with this grant. New this year, grant applicants are asked to review, sign and submit the Agreement as part of the initial application process. Should the Town Council authorize fund as requested in this grant application as part of the FY 2019-20 Operating Budget, the Town will countersign the Agreement and provide to the grant recipient after July 1, 2019.

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 19, 2019 to April 22, 2019. **All complete applications must be received in the Town Offices by Monday, April 22, 2019 at 5:00 p.m. to be considered.**

TOWN OF DANVILLE
2019/20 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:

Project/Event Description:

Contact Information:

▪ **Organization Name:**

▪ **Primary Contact:**

▪ **Address:**

▪ **Phone:**

▪ **E-Mail:**

Project Costs

▪ **Total Project Budget:**

\$

▪ **Total Town Request:**

\$

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Please Note: The application must include the following information that may be submitted 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.

Project/Program Expenditures and Income (Estimated)

Complete all Sections that Apply

Projected - Operating Expenditures for Event or Program

Type	Project Budget	Town Request
Salaries: (e.g. Personnel Actual or In-Kind Volunteer Costs)		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	_____	_____
Contract Services: (e.g. Marketing, Graphics, Eqpt. Rental, Event Planner, etc.)		
▪ _____	\$ _____	\$ _____
▪ _____	_____	_____
▪ _____	\$ _____	\$ _____
Itemized Expenditures: (e.g. Advertising, Food, Printing, Decorations, Prizes, etc.)		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Expenditures - Grand Total:	\$ <input type="text"/>	\$ <input type="text"/>

Projected Income for Event or Program

Type	Project Budget	Town Request
Earned Sources: (e.g. registration, participation fee, sales of items, etc.)		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Contributions/In-Kind Services: (e.g. donation of giveaways, no-cost resources, graphic services, marketing, etc.)		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	_____	_____
▪ _____	\$ _____	\$ _____
Income - Grand Total:	\$ <input type="text"/>	\$ <input type="text"/>

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

Note: Please review and sign the attached event agreement and submit with your application.

TOWN OF DANVILLE
2019/20 BUSINESS PROMOTION FUNDING – AGREEMENT

Business Promotion Funds Agreements (“Agreement”) outlines the understandings, responsibilities and conditions associated with this grant. Grant applicants are asked to review, sign and submit the Agreement as part of the initial application process. Should the Town Council authorize fund as requested in this grant application as part of the FY 2019-20 Operating Budget, the Town will countersign the Agreement and provide to the grant recipient after July 1, 2019.

1. **Scope of Project:** The Grantee shall utilize the business promotion funding for the express purpose of marketing the project(s) and/or activity(ies) for the projects/activities authorized by the Town Council.
2. **Purpose of Funds:** The Grantee understands that the award of Business Promotion Funds is based on adopted Town policy, which provides that the funds shall be utilized for purposes which will: (1) be most advantageous to a *broad range* of Danville’s business community; (2) yield the greatest level of *direct and immediate* results; and (3) encourage *collaboration* among Danville businesses.
3. **2016-2021 Comprehensive Economic Development Plan (CEDP):** The Grantee understands that the project(s) and/or activity(ies) must be implemented in a manner consistent with the goals and objectives of the Town’s 2016-2021 CEDP.
4. **Danville Community Branding Marketing Plan:** The Grantee understands that the project(s) and/or activity(ies) must be implemented in a manner consistent with the goals of the 2017 Town of Danville Community Brand, Marketing Plan, and associated brand guidelines. The marketing and messaging should strive to communicate the key attributes of the six pillars identified in the Danville Marketing Plan.
5. **Danville Marketing Brand Guidelines:** The Grantee understands that the project(s) and/or activity(ies) must be implemented in a manner consistent with the goals of the 2017 Town of Danville Marketing Brand guidelines as they develop marketing materials. This includes the use of the “#LiveLocallyDanville” hashtag, commercial facing logo suite and www.livelocallydanville.com website on all promotion and/or advertising materials, as expressly authorized by the Town. The Applicant is required to use the associated #LiveLocallyDanville hashtag social media on all

applicable promotion and advertising materials consistent with the Brand guidelines.

6. **One-Time Allocation:** The Grantee understands that the award of Business Promotion funds for any project and/or activity outlined in this Agreement is a one-time funding allocation, without any expressed or implied commitment for any future funding allocations.
7. **Time of Performance:** The Grantee shall utilize the Business Promotion funds to implement the projects and/or activities during FY 2019-20, the time period(s) outlined above, unless otherwise expressly authorized by the Town of Danville.
8. **Method of Payment:** The Town shall reimburse invoices submitted by the Grantee for expenditures consistent with the description and conditions described in the application and authorized by the Town Council. Invoices must be submitted within the fiscal year that the Business Promotion funds are awarded, unless otherwise expressly authorized by the Town of Danville. Payments are subject to the Town's Notification of Payment Schedule and Terms.
9. **Limited Co-Sponsorship:** The Business Promotion Funding qualifies this/these activity(ies) as a Town "Limited Co-Sponsorship" event(s). This status entitles the Grantee potential access to the following:
 - a. Town Website: The project(s) and/or activity(ies) may be posted on the Town's website at a location and for the period of time that is deemed appropriate by the Town; and
 - b. Town Logo: The project(s) and/or activity(ies) may utilize the commercial facing Town logo in a manner and on specific documents as expressly authorized by the Town.
10. **Hold Harmless:** To the fullest extent permitted by law, Grantee shall indemnify, defend and hold harmless the Town, its officers, employees and agents (collectively the "Indemnified Parties") from and against all claims, damages, losses and expenses including, but not limited to, reasonable attorneys' fees arising from or related to the negligent acts, errors or omissions of Grantee, its employees or agents in the performance of this Agreement. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable.

- 11. **Relationship Between Parties:** The Grantee is, and at all times shall remain, an independent entity, not an agent or representative of the Town. Grantee shall be solely responsible for all acts of its employees, agents, consultants, members and volunteers, including any negligent acts or omissions.

- 12. **Compliance with Laws and Town Policies:** The Grantee shall use due care to comply with all applicable federal, state and local laws, codes, ordinances and regulations as well as Town policies.

- 13. **Modifications:** This Agreement may be augmented or amended at any time during the fiscal year within which the Business Promotion Funds are awarded, subject to the review and agreement of both parties. All modifications shall be documented in writing and executed with an amended Memorandum of Understanding.

X

Nat Rojanasathira, Director
Administrative Services

* X

Name/Title:
Organization:

Date: _____

Date: _____

* Please fill out then print and sign before submitting your application.