A G E N D A

CITY OF SEASIDE	REGULAR MEETING
C-JOBS	VIRTUAL ONLY
COMMISSION ON JOBS,	Monday, August 9, 2021
OPPORTUNITIES	4:00 PM
AND BUSINESSES IN SEASIDE	

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows local legislative bodies to hold public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

REMOTE PUBLIC COMMENTS To make a public comment, the following options are available:

- Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment). Written comments must be received by 2:00 p.m. on the day of the meeting. All submitted comments will be provided to the Commission for consideration and compiled as part of the record.
- During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Clerk will call speaker names and unmute speaker microphones (on the phone, press *6). You will have up to 3 minutes to provide your comments, with time set by the discretion of the Chair. **Please note, written comments will not be read but will be included in the final record.**

VIRTUAL MEETING ACCESS
This meeting can be watched via the City of Seaside You Tube channel
https://www.youtube.com/channel/UC1Cu7854Ohtjpr_XV1tDvRg
Or by joining the Zoom webinar link: https://us02web.zoom.us/j/89883468025
Or call in phone number: 669-900-9128
Zoom Webinar ID: 898 8346 8025

1. CALL TO ORDER

2. ROLL CALL – ESTABLISHMENT OF QUORUM

Joy Anderson	Chair
Shyam Kamath	Commissioner
Allan Groves	Commissioner
David Rodriguez	Commissioner
Gayle Tier	Commissioner
Ron Glover	Commissioner

3. PUBLIC COMMENT

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

4. APPROVAL OF MINUTES

A. Approve minutes from July 12, 2021

5. BUSINESS ITEMS

A. RECOMMEND POTENTIAL ITEMS FOR AUGUST 13TH BUSINESS NEWSLETTER

RECOMMENDATION: Commissioners are invited to recommend topics or provide copy for the upcoming newsletter.

B. PROVIDE THE COMMISSION WITH A WORKPLAN TEMPLATE TO DEVELOP A "FY22 C-JOBS WORKPLAN"

RECOMMENDATION: Consider the draft workplan and either 1) provide recommendations for staff to finalize and adopt at this meeting or 2) return at the next meeting to finalize and adopt.

C. RECOMMEND WORKSHOP TOPICS FOR A CONCEPTUAL CONTRACT WITH CAL COASTAL SMALL BUSINESS DEVELOPMENT CENTER FOR LOCAL SMALL BUSINESS WORKSHOPS

RECOMMENDATION: Receive the most recent contract with Cal Coastal SBDC and recommend workshop topics.

D. INTRODUCE THE ECONOMIC DEVELOPMENT ADMINISTRATION'S $3 BILLION ALLOCATION FROM THE AMERICAN RESCUE PLAN AND THE ASSOCIATED FUNDING OPPORTUNITIES

RECOMMENDATION: Receive and file

E. PARAMETERS OF THE CONCEPTUAL STOREFRONT IMPROVEMENT PROGRAM

RECOMMENDATION: Provide direction to staff on the parameters of the conceptual storefront improvement program

6. COMMISSIONER REQUESTS

A. COVID-19 Restart and Recovery support for the City of Seaside

B. Monterey Bay Ecotourism, Eco-recreation and Wellness Region (MBETR) initiative and hospitality investment and jobs

C. Monterey Bay Jazz, Blues and American Music Technology Center and Jobs creation

7. ADJOURNMENT

Next Regularly Scheduled Meeting:
September 13, 2021
4:00 p.m.

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at: http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.

DRAFT MINUTES
CITY OF SEASIDE
CITY COUNCIL

REGULAR MEETING
VIRTUAL ONLY
Monday, July 12, 2021
4:00 PM

1. CALL TO ORDER

Chair Anderson called the meeting to order at 4:00 p.m.

PRESENT: Anderson, Groves, Kamath, Rodriguez
ABSENT: Glover, Tier

2. PUBLIC COMMENT

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

None

3. APPROVAL OF MINUTES

A. Approve minutes from June 14, 2021 special meeting

On motion by Commissioner Kamath and second by Commissioner Groves and carried by the following roll call vote, the C-JOBS moved to approve the minutes as presented.

RESULT: 4-0-0-2

AYES: Anderson, Groves, Kamath, Rodriguez
NOES: None
ABSTAIN: None
ABSENT: Tier, Glover

Action: Approved

4. INFORMATIONAL ITEMS

A. INTRODUCE NEW STAFF LIAISON FOR C-JOBS SUPPORT - TREVIN BARBER ASSISTANT TO THE CITY MANAGER AND ECONOMIC DEVELOPMENT DIRECTOR

Chair Anderson introduced Trevin Barber, Assistant to the City Manager/Economic Development Director. Mr. Barber responded to questions from the Commission.

B. ECONOMIC DEVELOPMENT PROGRAMMING STATUS UPDATES

1. Review the Status of the Micro Loan Program, Number of Active Loans, and Number of Pending Applications

2. Review Information Presented in the FY22 Budget Regarding the Reset of Permit Fees as it Pertains to Community, Housing, and Economic Development: Exterior Façade

3. Review the Status of the Development of the Broadway Walk of Fame Program

4. Review the Status of the Development of the Sister City Program with Oaxaca, Mexico, and the Corresponding Guelaguetza Festival in Seaside

Mr. Barber provided updates regarding Economic Development programming and responded to questions from the Commission.

There were no comments from the public. These items were provided as an update only and no action was taken on these items.

C. RECEIVE FAÇADE IMPROVEMENT PROGRAM WHITE PAPER

The item was presented by Mr. Barber. The contents and intentions were reviewed and Mr. Barber responded to questions from the Commission. The Commission will provide input at the next meeting or provide them to Mr. Barber in advance.

D. DISCUSS C-JOBS NEWSLETTER PROCEDURES

The item was presented by Mr. Barber and received direction from the Commission concerning the C-JOBS newsletter. The newsletter would be distributed by email to the Seaside business community.

5. COMMISSIONER REQUESTS

Commissioner Kamath provided insight on the requests and suggested that they could be discussed in more depth at a future meeting. Mr. Kamath did announce a new Small Business Association (SBA) loan to help with COVID-19 restart and recovery support.

A. COVID-19 Restart and Recovery support for the City of Seaside

B. Monterey Bay Ecotourism, Eco-recreation and Wellness Region (MBETR) initiative and hospitality investment and jobs

C. Monterey Bay Jazz, Blues and American Music Technology Center and Jobs creation

6. ADJOURNMENT

With no further business, the meeting adjourned at 5:01 p.m.

Respectfully submitted,

Dominique L. Davis, City Clerk	**Joy Anderson, Chair**

City of Seaside
C-JOBS (Commission on Jobs Opportunities and Businesses in Seaside)

DRAFT Annual Work Plan

FY 2021-2022

Adopted by the Commission
##, 2021

Members Appointed When Adopted:

Joy Anderson – Chair

Allan Groves

Shyam Kamath

Rodriguez

Tier

4 - Vacant

Staff Liaison – Trevin Barber, Assistant to the City Manager and Economic Development Director

Mission Statement

(To be developed).DRAFT- To provide policy level recommendations on matters related to the development and growth of Seaside's economy for the betterment of working families.

Historic Background

In 2016 the City had adopted an ordinance creating an Economic Development Commission. Due to staffing challenges and other concerns, the Commission was never fully functional and was discontinued. As Seaside began offering more citizen involvement in areas of policy development and implementation—the City Council desired to see more input into the development of our strong regional economy. The Council re-established a commission that focuses on job creation, economic viability, and the health and success of our local businesses on September 05, 2019, aptly named the Commission on Jobs, Opportunities, and Businesses in Seaside.

Responsibilities of C-JOBS

C-JOBS shall provide recommendations to the City Council on policies, programs, and projects, which may encourage investment, increase job creation, improve workforce training and other opportunities, or otherwise expand business opportunities in Seaside.

The primary advisory functions are generally divided into four advisory services:
1. economic and business development,
2. business communication,
3. business attraction, and
4. business retention and expansion.

While C-JOBS shall not have purview over land use, zoning or architectural matters under the responsibility of the Planning Commission, Board of Architectural Review, or Zoning Administrator, it may advocate for and recommend economic development projects to the City Council as it shall determine.

Fiscal Year 2021-2022 Work Plan

1. Economic and Business Development

- Develop 5-Year Economic Development Strategy

- Provide Recommendations on COVID-19 Restart and Recovery support for the City of Seaside

- Support the development of a Central Coast Public Bank which would provide benefits for economic development, infrastructure needs and affordable housing

- ….

2. Business Communication

- Re-Launch the business communication newsletter. Implement with multiple languages

- Assign commissioners a liaison role to represent Seaside's interests with some of our local economic development partners:

    - Monterey County Convention and Visitors Bureau
    - Monterey County Workforce Investment Board
    - Cal Coastal SBDC
    - California Coastal Rural Development Corporation
    - Monterey Bay Economic Partnership
    - Monterey County Business Council
    - Monterey Peninsula Chamber of Commerce
    - Central Coast Community Energy
    - Auto Mall Dealerships
    - Downtown Seaside (Broadway Businesses)
    - Community Foundation
    - California State University Monterey Bay
    - Monterey/Santa Cruz Building & Construction Trades Council
    - Monterey Bay Air Resources District
    - Monterey County Water Resources Agency
- …

3. Business Attraction

- Continue to Support Central Coast Marketing Team's efforts to market Seaside as a business friendly community to attract wealth inducing and traded sector industries

- Support the Economic and Community Planning efforts for the former Fort Ord lands and infill including Campus Town, Seaside East, Main Gate, and West Broadway Urban Village to create new inventory to host new businesses

- Assess the feasibility of a Visitors Bureau satellite office on Broadway Ave and implement if possible

- Assess the feasibility of a remote jobs attraction program and implement if possible

- ….

D. Business Retention and Expansion

- Coordinate a Business Visitation Program "Seaside Business Walk" with the Economic Development Department and/or the various local Chambers of Commerce

- Develop annual small business workshop calendar with Cal Costal SBDC, with a focus on teaching, assisting, and coaching local small businesses how to develop owned media, paid media, and earned media

- Coordinate efforts to develop a Seaside Business Association and Seaside Hispanic Business Association that would function as the primary business retention and expansion arms of the City

- Serve as the Approving Board for the Small Business Micro-Loan Program. And the Façade Program?

- Provide advice and recommendations to the Recreation Department on hosting special cultural events to showcase local vendors

- Support and promote the Tri County Apprenticeship Program

- …

CITY OF SEASIDE
STAFF REPORT

Item No.: 5.C.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager - Economic Development Director

DATE: August 9, 2021

SUBJECT: **Recommend workshop topics for a conceptual contract with Cal Coastal Small Business Development Center for local small business workshops**

PURPOSE & RECOMMENDATION

Receive the most recent contract with Cal Coastal SBDC and recommend workshop topics.

BACKGROUND

The City of Seaside has routinely contracted with the Cal Coastal Small Business Development Center (SBDC) to provide local small business owners and aspiring entrepreneurs with free face-to-face business consulting and at-cost training on a variety of topics. The City of Seaside's contract with Cal Coastal covers some of the costs of offering local workshops and allows businesses to receive training and information from professionals and industry experts. During the last year, the annual contract lapsed. At this time, staff recommends renewing the contract with Cal Coastal SBDC to continue offering local workshops. Staff desires to receive input from C-JOBS commissioners on which topics would add the most value to local businesses. Attached to the staff report is the previous Cal Coastal SBDC contract, which includes a list of the old topics. Staff will make best efforts to align the C-JOBS recommended topics with the available workshop topics for inlcusion in the next contract.

ATTACHMENTS

1. 2019 Contract with CalCoastal SBDC

Reviewed for Submission to the City Council by:

____

Craig Malin, City Manager

CITY OF SEASIDE
PROFESSIONAL SERVICES AGREEMENT
CAL COASTAL SBDC/SMALL BUSINESS OUTREACH

This agreement is made by and between the City of Seaside (City), and California Coastal Rural Development Corporation, host of the Cal Coastal Small Business Development Center (SBDC) (Consultant).

A. Engagement: The City agrees to engage the Consultant to provide Small Business Outreach services as described in Exhibit A, attached hereto and, hereinafter referred to as "the Project."

B. Relationship: The Consultant is an independent contractor and is not to be considered an agent or employee of the City.

C. Compensation: The City shall pay consultant on a time and materials basis in accordance with the standard billing rates shown in Exhibit B, attached hereto, not to exceed Fifteen Thousand dollars ($15,000).

D. Expense Reimbursement: City will reimburse for professional services and expenses upon submission of invoices as described in Exhibit A.

E. Method of Payment: The City shall pay within 30 days in accordance with Consultant's Fee Schedule, attached hereto in Exhibit A, upon receipt of a written invoice from Consultant detailing services rendered.

F. Term: The term of this agreement shall commence on September 1, 2019 and terminate June 30, 2020.

G. Termination: This agreement may be terminated; (a) by either party at any time for failure of the other party to comply with the terms and conditions of this Agreement; (b) by either party upon 10 days prior written notice to the other party; or (c) upon mutual written agreement of both parties. In the event of termination, the Consultant shall stop work immediately and shall be entitled to compensation for professional fees and expense reimbursement to the date of termination and for any work necessitated by that termination.

H. Indemnity: To the fullest extent permitted by law, Consultant shall indemnify and hold harmless Agency and any and all of its officials, employees and agents ("Indemnified Parties") from and against any and all losses, liabilities, damages, costs and expenses, including legal counsel's fees and costs, caused in whole or in part by the negligent or wrongful act, error or omission of Consultant, its officers, agents, employees or subconsultants (or any agency or individual that Consultant shall bear the legal liability thereof) in the performance of services under this agreement. Consultant's duty to indemnify and hold harmless Agency shall not extend to the Agency's sole or active negligence.

I. Duty to Defend: In the event the Agency, its officers, employees, agents and/or volunteers are made a party to any action, lawsuit, or other adversarial proceeding arising from the performance of the services encompassed by this agreement, and upon demand by Agency, Consultant shall defend the Agency at Consultant's cost or at Agency's option, to reimburse Agency for its costs of defense, including reasonable attorney's fees and costs incurred in the defense of such matters to the extent the matters arise from, relate to or are caused by Consultant's negligent acts, errors or omissions. Payment by Agency is not a condition precedent to enforcement of this provision. In the event of any dispute between Consultant and Agency, as to whether liability arises from the sole or active negligence of the Agency or its officers, employees, or agents, Consultant will be obligated to pay for Agency's defense until such time as a final judgment has been entered adjudicating the Agency as solely or actively negligent. Consultant will not be entitled in the absence of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

J. Insurance: Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as follows;

Professional liability (errors & omissions) insurance. Consultant shall maintain professional liability insurance that covers the Services to be performed in connection with this Agreement, in the minimum amount of $1,000,000 per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this agreement and Consultant agrees to maintain continuous coverage through this agreement term.

General liability insurance. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than $1,000,000 per occurrence, $2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Consultant arising out

of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than 1,000,000 combined single limit for each accident.
Workers' compensation insurance. Consultant shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least $1,000,000).

Consultant shall submit to Agency the certificate of insurance.

K. Project Management. The Community Development Director will represent the City for all purposes under this Agreement. Gloria Stearns, is designated as the Project Manager for the City. The Project Manager will be Consultant's point of contact with respect to performance, progress and execution of the Services. The City may designate an alternate Project Manager from time to time.

L. Ownership of Work Product:
   a. Ownership of all imagery, reports, data, studies, surveys, charts, memoranda, and any other documents which are developed, compiled, or produced as a result of this agreement, whether or not completed, shall vest with the City.
   b. Materials developed under this agreement are the property of the City and may be used by the City as it sees fit, including the right to distribute, review or publish the same without limitation.
   c. The City agrees to hold Consultant harmless from all damages, claims, expenses, and losses arising out of any reuse of the plans, specifications, drawings, maps, models, computer files and other documents for purposes other than those described in this Agreement, unless written authorization of Consultant is first obtained.
   d. Exceptions to a.-c. above: As directed by federal regulations, all SBDC client files and work product developed using federal funds shall be retained as property of the SBDC. SBDC client file content must remain confidential unless client signs a release of information.

M. Assignment
   a. The Consultant shall not assign the performance of this Agreement, nor any part thereof, nor any monies due hereunder, without prior written consent of the City. Because of the personal nature of the services to be rendered pursuant to this Agreement, Cindy Merzon or her designee shall perform the services described in this Agreement.
   b. Cindy Merzon may use assistants under his/her supervision to perform services under this Agreement. Consultant shall provide City fourteen (14) days' notice prior to the departure of Cindy Merzon from Consultant's employ. Should he/she leave Consultant's employ, the City shall have the

option to immediately terminate this Agreement, within three (3) days of the close of said notice period. Upon termination of this Agreement, Consultant's sole compensation shall be payment for actual services performed up to, and including, the date of termination or as may be otherwise agreed to in writing between the City Engineer and the Consultant.

N. Conflict of Interest
   a. Consultant shall at all times avoid conflicts of interest, or the appearance of conflicts of interest, in the performance of this Contract.
   b. If City determines Consultant comes within the definition of Consultant under the Political Reform Act (Government Code §87100 et seq.) Consultant shall complete and file and shall require any other person doing work under this Agreement to complete and file a "Statement of Economic Interest" with City disclosing Consultant's and/or such other person's financial interests.

O. Miscellaneous:
   a. The entire agreement between the parties with respect to the subject matter hereunder is contained in this agreement.
   b. Neither this agreement nor any rights or obligations hereunder shall be assigned or delegated by the Consultant without the prior written consent of the City.
   c. This agreement shall be modified only by written agreement duly executed by the City and the Consultant.
   d. Should any of the provisions hereunder be found to be invalid, void or voidable by a court, the remaining provisions shall remain in full force and effect.
   e. This agreement shall be governed by and construed in accordance with the laws of the State of California.
   f. All notices required or permitted under this agreement shall be deemed to have been given if and when deposited in the United States mail, properly stamped and addressed to the party for whom intended at such party's address listed below, or when delivered personally to such party. A party may change its address for notice hereunder by giving written notice to the other party.

Wherefore, the parties have entered into this agreement as of the later of the dates stated below.

Approved:

Dated: 9/11/2019 Consultant: Cal Coastal Rural Development Corporation

By: ______________________

Lee T. Takikawa, President

Address: 221 Main Street, Suite 301
Salinas, CA 93901

Dated: 9/20/19, 2019

City of Seaside:

____

By: Craig Malin
Title: City Manager

Attachments:	Exhibit A	Scope of Work
	Exhibit B	Consultant's Proposal

Exhibit A Scope of Work

Ten workshops between September 2019 and June 2020 to be selected from the available workshops from the Cal Coastal SBDC

Two business outreach events (two to four hours each) to be scheduled as special events.

A total of twelve events to be billed at a monthly rate of $1,500 ($15,000 total contract)

AMERICA'S SBDC CALIFORNIA CENTRAL CA NETWORK

CAL COASTAL A Small Business Center Small Business Development Center

Available Workshops

Workshop	Learning Objectives	Length
Is Owning a Business a Good Fit for You?	**After completing this training, participants will be able to:** • Clarify some of the myths and realities of small business ownership. • Start a self-assessment to determine your readiness to become a small business owner. • Set a plan of action to complete your self-assessments by seeking feedback from stakeholders, such as family, friends, and potential customers.	1.5 hours
Planning for a Healthy Business	**After completing this training, participants will be able to:** • Explain how an evolving planning process can help you make key decisions as business owners. • Describe how to convert a vague idea into a resource plan. • Explain the importance of a healthy personal credit score and healthy relationships with lenders. • Describe how a business plan helps motivate stakeholders to understand and support your business ideas. • Explain the benefits of creating a day-to-day action plan for running a small business.	1.5 hours
Record Keeping for a Small Business	**After completing this training, participants will be able to:** • Explain the concept of record keeping and why record keeping is important to a small business. • Identify record keeping practices, rules, and tools which are commonly available to a small business. • Explain how these record keeping practices, rules, and tools work. • Identify benefits a small business derives from proper record keeping. • Explain record keeping basics for a small business. • Identify software products available for small business record keeping.	1.5 hours
Organizational Types and Considerations for a Small Business	**After completing this training, participants will be able to identify general characteristics, advantages, and disadvantages of each of these organizational types for small businesses:** • Sole proprietorship • Partnerships (general partnership, limited partnership and limited liability partnership) • Limited liability company (LLC) • C-corporation • S-corporation	2.5 hours
Risk Management for a Small Business	**After completing this training, participants will be able to:** • Identify the common risks associated with a small business. • Identify the external and internal factors which affect risk for a small business. • Identify situations that may cause risk for a small business. • Identify the common warning signs of risk for a small business. • Implement, monitor, and evaluate a risk management plan for a small business.	2 hours

Available Workshops

Workshop	Learning Objectives	Length

Time Management for a Small Business	**After completing this training, participants will be able to:**
	• Explain the concept of time management and why is it important to a small business.
	• Explain the time management practices which are commonly employed by a small business, including:
	  ○ ABC analysis
	  ○ Pareto analysis
	  ○ Eisenhower method
	  ○ POSEC method
		1.5 hours

Insurance for a Small Business	**After completing this training, the participants will be able to:** • Identify the types of insurance required by a small business • Identify other types of insurance a small business should consider • Explain why insurance is important for a small business	1.5 hours
Banking Services Available for a Small Business	**After completing this training, the participants will be able to:** • Identify the banking services commonly available to a small business and explain how these services work. • Identify the advantages and disadvantages of each of the banking services • Explain how small business owners decide which banking services are best for their business. • Define several forms of deposit insurance. • Describe some benefits of building effective long-term relationships with a banker or lender • Describe the role of a personal credit score in the lending process • Explain the benefits of separating business and personal bank transactions.	1.5 hours
Managing Cash Flow	**After completing this training, the participants will be able to:** • Describe the purpose of cash flow management in a start-up small business. • Assess a cash flow cycle and make some cash flow projections • Describe how a cash flow statement can help assess and improve the financial health of a start-up. • Identify some ways to manage cash flow in terms of managing costs and potential income. • Identify ways to seek out expert technical assistance to improve cash flow management.	1.5 hours
Financial Management for a Small Business	**After completing this class, the participants will be able to:** • Explain the concept of financial management and why it is important to a small business • Identify financial management practices, rules, and tools that are commonly available to a small business • Explain how these financial management practices, rules, and tools work • Explain financial management basics for a small business • Explain the basics of start-up financing • Explain the basics of financing for a growing business • Explain the basics of financing working capital • Explain the basics of financing fixed assets	1.5 hours

Workshop	Learning Objectives	Length
Credit Reporting for a Small Business	After completing this training, participants will be able to: • Explain the concept of credit reporting and the impact of credit reports on the operation or growth of a small business. • Identify the credit reports and other reporting systems commonly used to assess the risk of extending credit to a small business. • Explain how credit reports work. • Identify the benefits a small business derives from a positive record of managing its debts and obligations. • Identify risks to a business from credit-related scams or frauds and take steps to avoid or mitigate harm caused by them. • Identify the common business practices and products, tools, and services that are available for a small business to help in proper credit reporting. • Identify strategies for building or improving business credit. • Explain how the personal finances of a business owner impact the ability of a business to get credit.	2 hours

- Ten workshops - one a month from Sept 2019 – June 2020 – if you want to repeat topics like we did last year, that is totally fine.
- Participate in two other business outreach activities of your choice, for 2-4 hours each, during Sept 2019 – June 2020. i.e. - these could be a special event on topics such as government contracting or international trade, outreach to special census tracts that you are hoping to develop, or some other need that Seaside and its businesses have.

That would have us doing a total of 12 events during the next 10 months, at a monthly rate of $1,500 or contract total of $15,000 like last year.

Economic Development Administration (EDA) American Rescue Plan

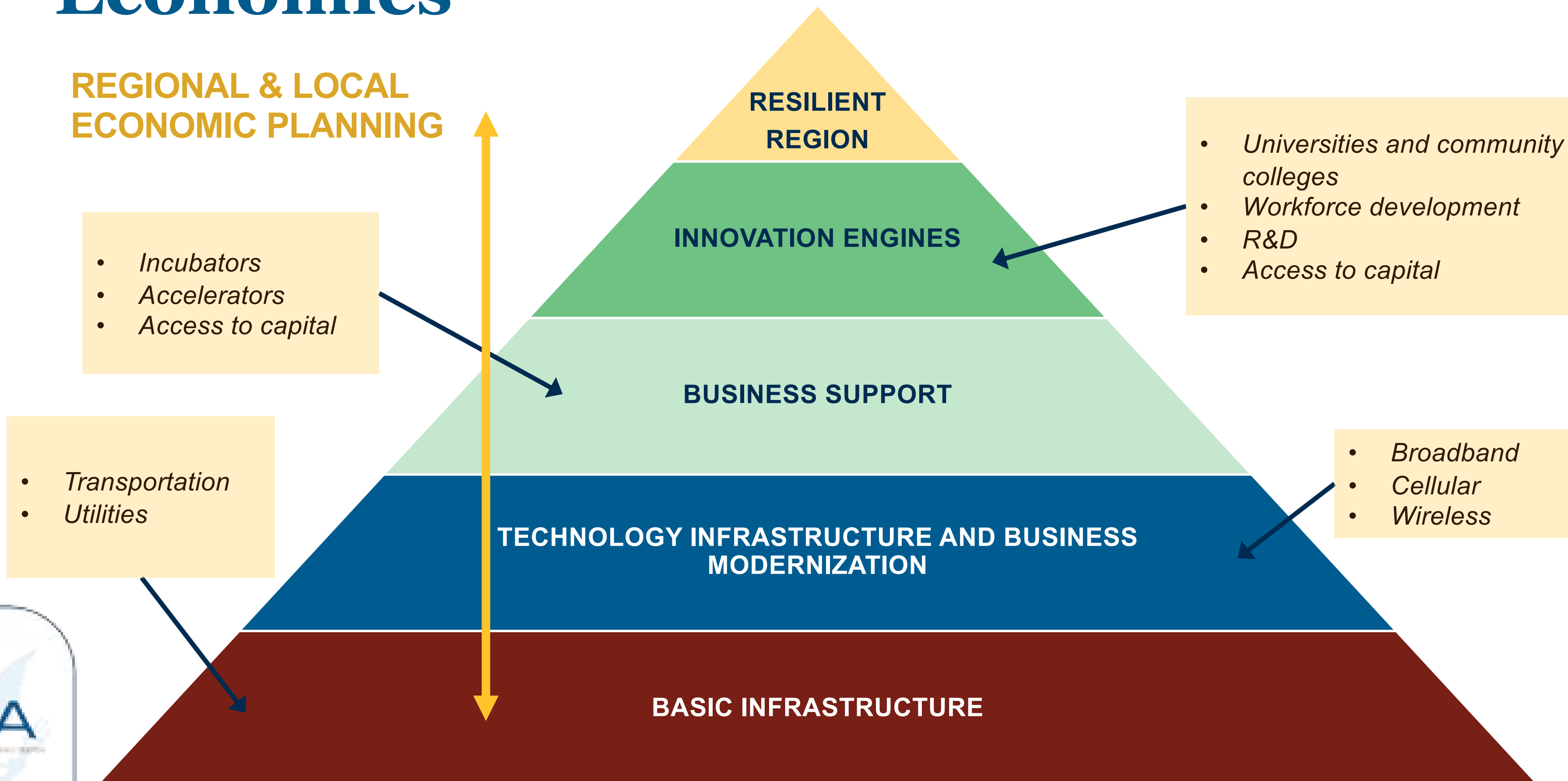
INVESTING IN AMERICA'S COMMUNITIES

EDA's Mission

To lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.

- Increase America's global **ECONOMIC COMPETITIVENESS**
- Support **COMMUNITY-LED ECONOMIC DEVELOPMENT**
- Help communities develop **RESILIENT AND AGILE** local economies

EDA Supports Local and Regional Economies



EDA

Through an Equity Lens

"With an emphasis on equity, EDA's investments made possible by the American Rescue Plan will directly benefit communities that have been denied full access to economic prosperity and who have been disproportionately impacted by the coronavirus pandemic. We will work with local communities across the country on innovative new approaches to ensure that we can increase American competitiveness by strengthening our workforce, businesses, and communities and build back better in regions across the country."

Secretary Gina Raimondo

EDA

EDA's Investment Priorities

- Equity
- Recovery & Resilience
- Workforce Development
- Manufacturing
- Technology-Based Economic Development
- Environmentally-Sustainable Development
- Exports & Foreign Direct Investment

Each ARPA Application must explain how they are going to benefit underserved communities

Each ARPA Application must address Recovery and Resilience

To learn more about EDA's Investment Priorities, visit: https://eda.gov/about/investment-priorities/

Eligibility for EDA Grants

Eligible Applicants:

- *State and local governments – counties, incorporated cities, special districts, JPAs, COGS, etc.*
- *Nonprofit organizations - working in cooperation with local government*
- *Institutions of higher education*
- *Native American tribal governments*
- *District Organizations*

Economic Distress Criteria:

EDA has determined that economic injury from the coronavirus pandemic constitutes a "Special Need," therefore nationwide eligibility exist for these funds

Applicants do not need to demonstrate additional economic distress to be eligible

Individuals and Businesses are not eligible to apply

EDA's American Rescue Plan Grant Programs

$3 billion in American Rescue Act funding to Invest in America's Communities

This **historic investment** will support bottom-up, economic development focused on advancing equity, creating good-paying jobs, helping workers to develop in-demand skills, building economic resilience, and accelerating the economic recovery for the industries and communities hit hardest by the coronavirus pandemic.

EDA investments made under the American Rescue Plan will support the Biden-Harris Administration's commitment not just to build the American economy back to where it was before the pandemic, but to **build back better and stronger**.

$3 billion in American Rescue Plan funding to invest in:

Jobs for Today	Communities Built for All	Regions for the Future
Good Jobs Challenge Travel, Tourism, & Outdoor Recreation	Economic Adjustment Assistance Indigenous Communities Coal Communities Commitment	Build Back Better Regional Challenge Statewide Planning, Research, & Networks

	NOFOs		Description
1	**Statewide Planning, Research, & Networks**	**$90M**	Invest in economic plans, research to assess the effectiveness of EDA's programs, and support for stakeholder communities around key EDA initiatives
2	**Build Back Better Regional Challenge**	**$1B**	Transform 20-30 economically distressed regions through substantial investment through groups of 3-8 projects, totaling ~$25-75M per region; open to proposals up to $100M
3	**Travel, Tourism, & Outdoor Recreation**	**$750M** $57.8M	Accelerate communities impacted by COVID-related travel and tourism decline through state grants ($510M) and competitive grants ($240M)
4	**Economic Adjustment Assistance**	**$500M** $59.4M	Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community
5	**Indigenous Communities**	**$100M** $43.8M	Additional Economic Adjustment Assistance funds to specifically support Indigenous communities
6	**Good Jobs Challenge**	**$500M**	Establish or strengthen regional systems to train workers with in-demand skills through employer-driven training, supporting participants with wrap-around services and employer commitments to hire

Total American Rescue Plan funding: $3B

First Steps

Obtain a *DUNS Number*
- 1-2 Business Days
- http://fedgov.dnb.com/webform

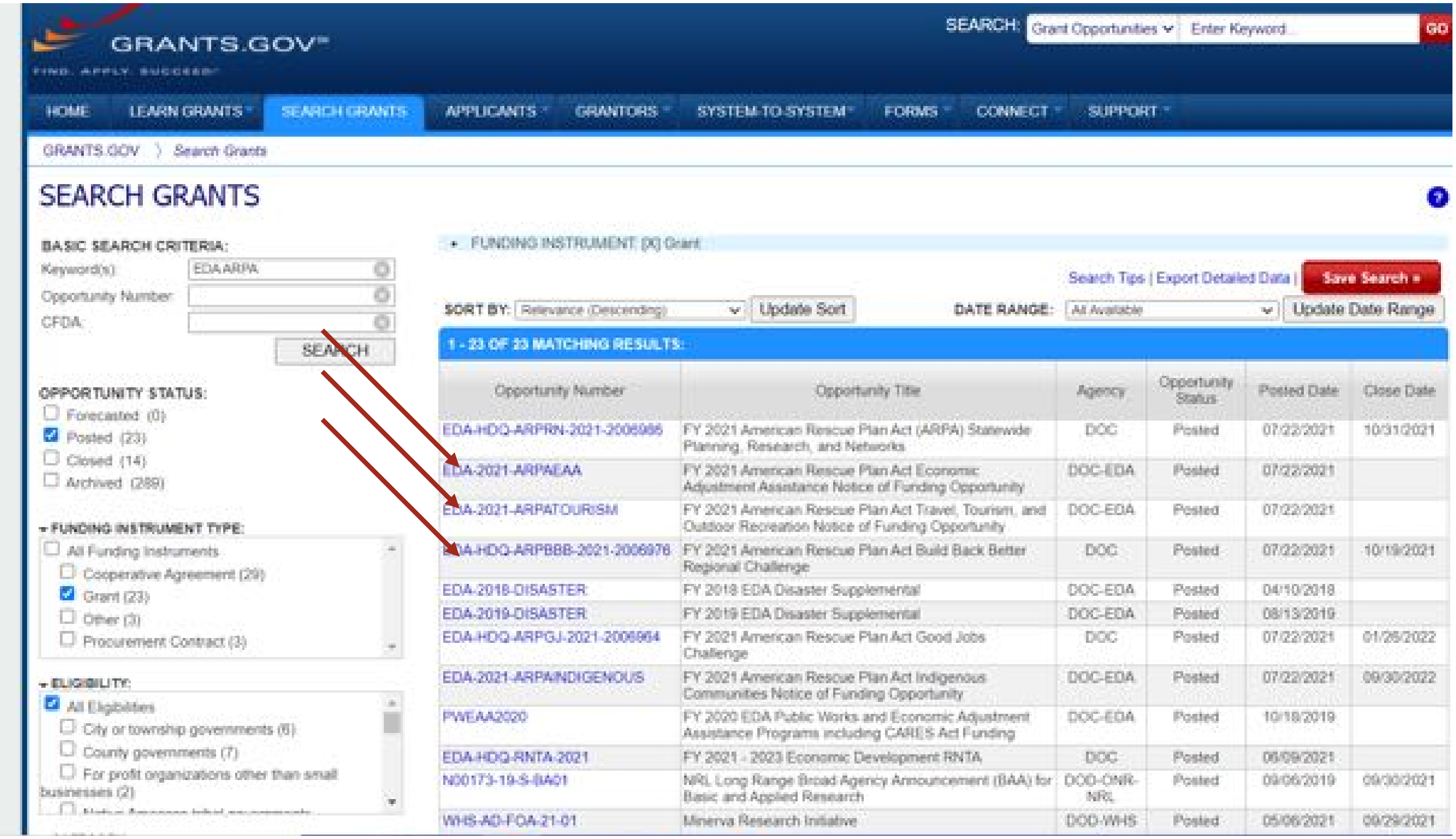
Obtain an *EIN*
- 10 Business Days

Register with *SAM*
- 7-10 Business Days
- https://www.sam.gov/

Create a *Grants.gov* Username and Password
- Same Day

Authorize the *AOR*
- Same Day (depending on your organization's EBiz POC)

Track *AOR Status*
- Same Day



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SEARCH: Grant Opportunities | Enter Keyword... | GO

HOME | LEARN GRANTS | SEARCH GRANTS | APPLICANTS | GRANTORS | SYSTEM-TO-SYSTEM | FORMS | CONNECT | SUPPORT

GRANTS.GOV 〉 *Search Grants*

SEARCH GRANTS

BASIC SEARCH CRITERIA:

Keyword(s): EDA ARPA

Opportunity Number:

CFDA:

SEARCH

OPPORTUNITY STATUS:

- [ ] Forecasted (0)
- [x] Posted (23)
- [ ] Closed (14)
- [ ] Archived (289)

FUNDING INSTRUMENT TYPE:

- [ ] All Funding Instruments
- [ ] Cooperative Agreement (29)
- [x] Grant (23)
- [ ] Other (3)
- [ ] Procurement Contract (3)

ELIGIBILITY:

- [x] All Eligibilities
- [ ] City or township governments (6)
- [ ] County governments (7)
- [ ] For profit organizations other than small businesses (2)

FUNDING INSTRUMENT: [X] Grant

Search Tips | Export Detailed Data | Save Search »

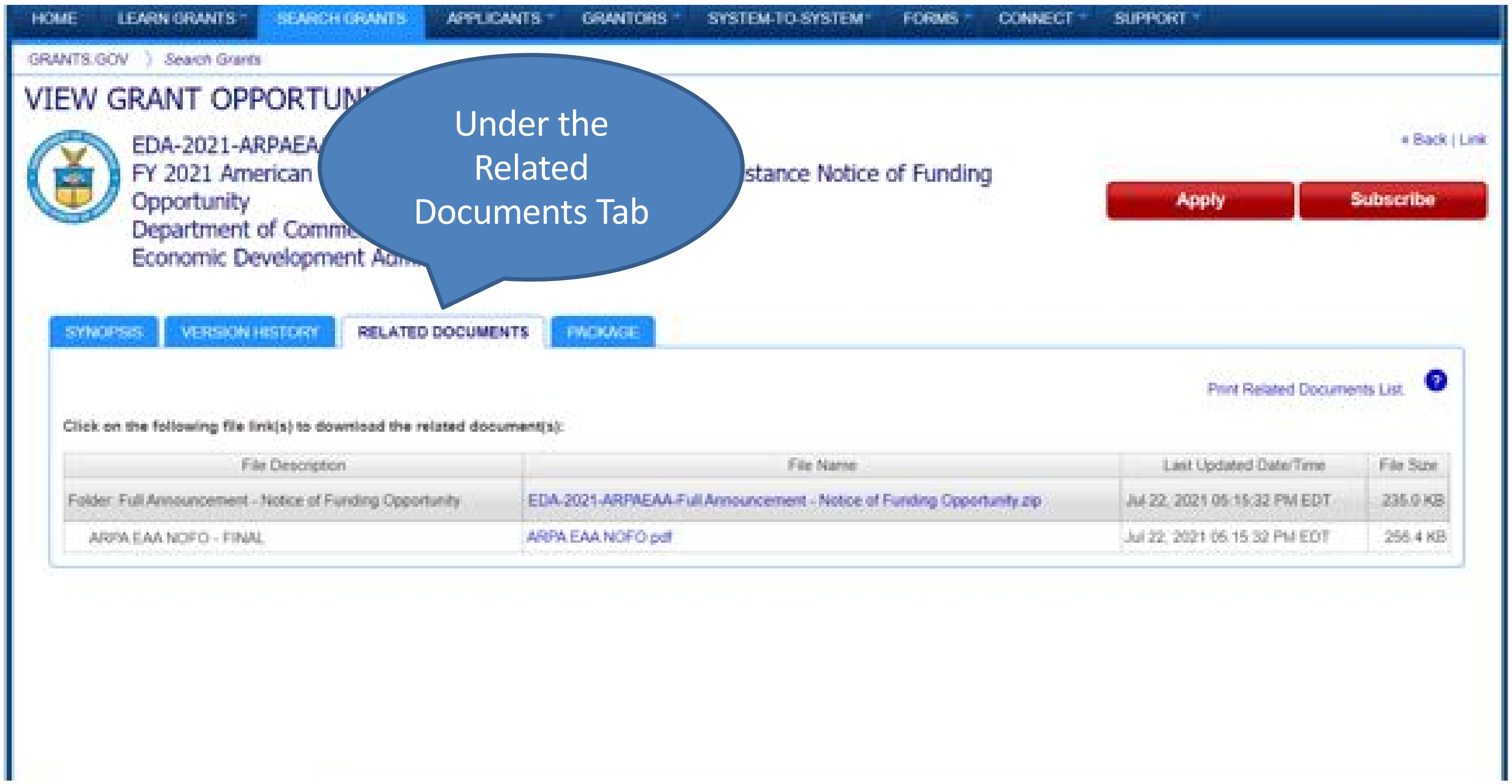
SORT BY: Relevance (Descending) | Update Sort

DATE RANGE: All Available | Update Date Range

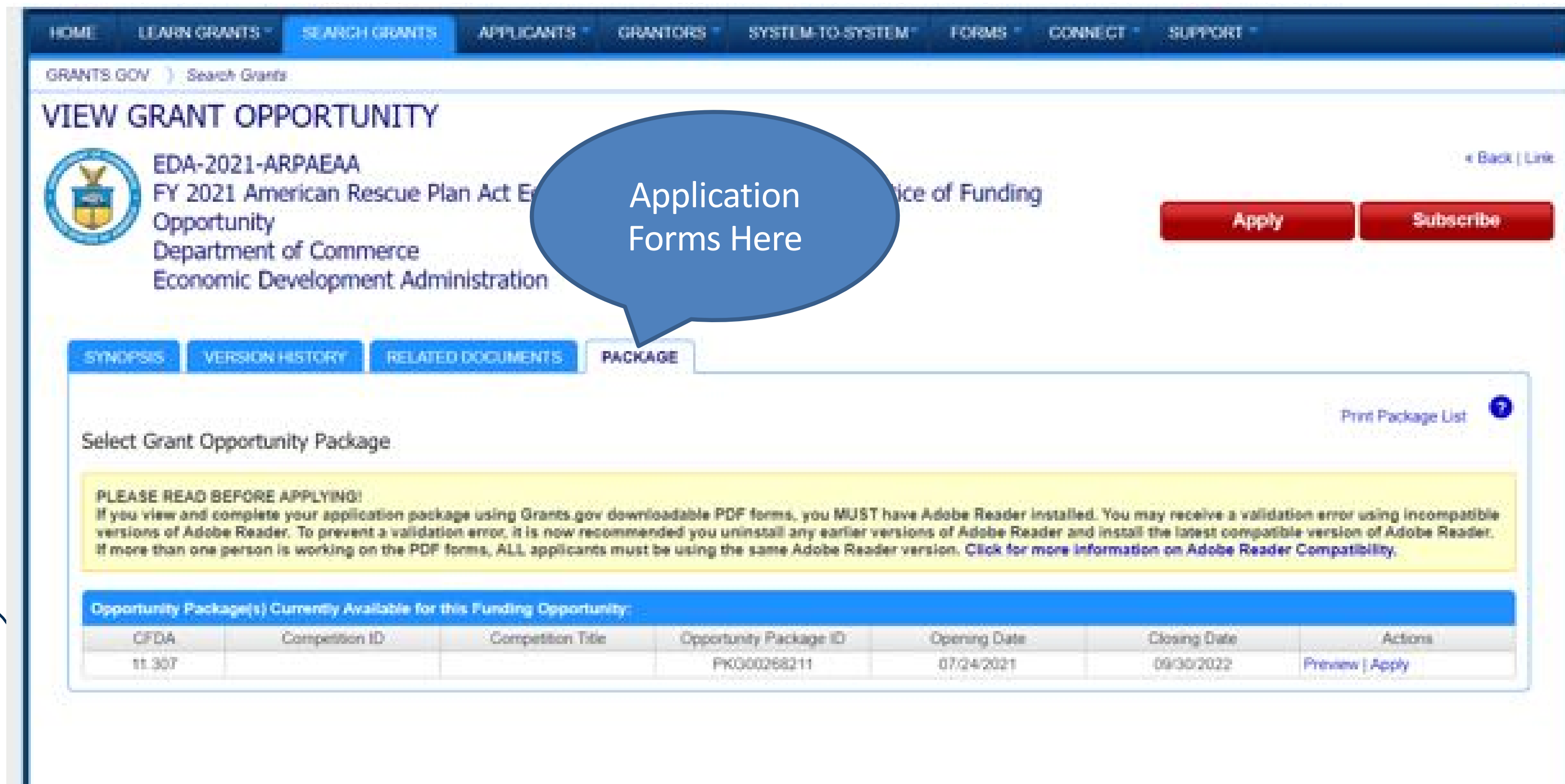
1 - 23 OF 23 MATCHING RESULTS:

Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date	Close Date
EDA-HDQ-ARPRN-2021-2006966	FY 2021 American Rescue Plan Act (ARPA) Statewide Planning, Research, and Networks	DOC	Posted	07/22/2021	10/31/2021
EDA-2021-ARPAEAA	FY 2021 American Rescue Plan Act Economic Adjustment Assistance Notice of Funding Opportunity	DOC-EDA	Posted	07/22/2021	
EDA-2021-ARPATOURISM	FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Notice of Funding Opportunity	DOC-EDA	Posted	07/22/2021	
EDA-HDQ-ARPBBB-2021-2006976	FY 2021 American Rescue Plan Act Build Back Better Regional Challenge	DOC	Posted	07/22/2021	10/19/2021
EDA-2018-DISASTER	FY 2018 EDA Disaster Supplemental	DOC-EDA	Posted	04/10/2018	
EDA-2019-DISASTER	FY 2019 EDA Disaster Supplemental	DOC-EDA	Posted	08/13/2019	
EDA-HDQ-ARPGJ-2021-2006964	FY 2021 American Rescue Plan Act Good Jobs Challenge	DOC	Posted	07/22/2021	01/26/2022
EDA-2021-ARPAINDIGENOUS	FY 2021 American Rescue Plan Act Indigenous Communities Notice of Funding Opportunity	DOC-EDA	Posted	07/22/2021	09/30/2022
PWEAA2020	FY 2020 EDA Public Works and Economic Adjustment Assistance Programs including CARES Act Funding	DOC-EDA	Posted	10/18/2019	
EDA-HDQ-RNTA-2021	FY 2021 - 2023 Economic Development RNTA	DOC	Posted	06/09/2021	
N00173-19-S-BA01	NRL Long Range Broad Agency Announcement (BAA) for Basic and Applied Research	DOD-ONR-NRL	Posted	09/06/2019	09/30/2021
WHS-AD-FOA-21-01	Minerva Research Initiative	DOD-WHS	Posted	05/06/2021	09/29/2021

Locate the NOFO

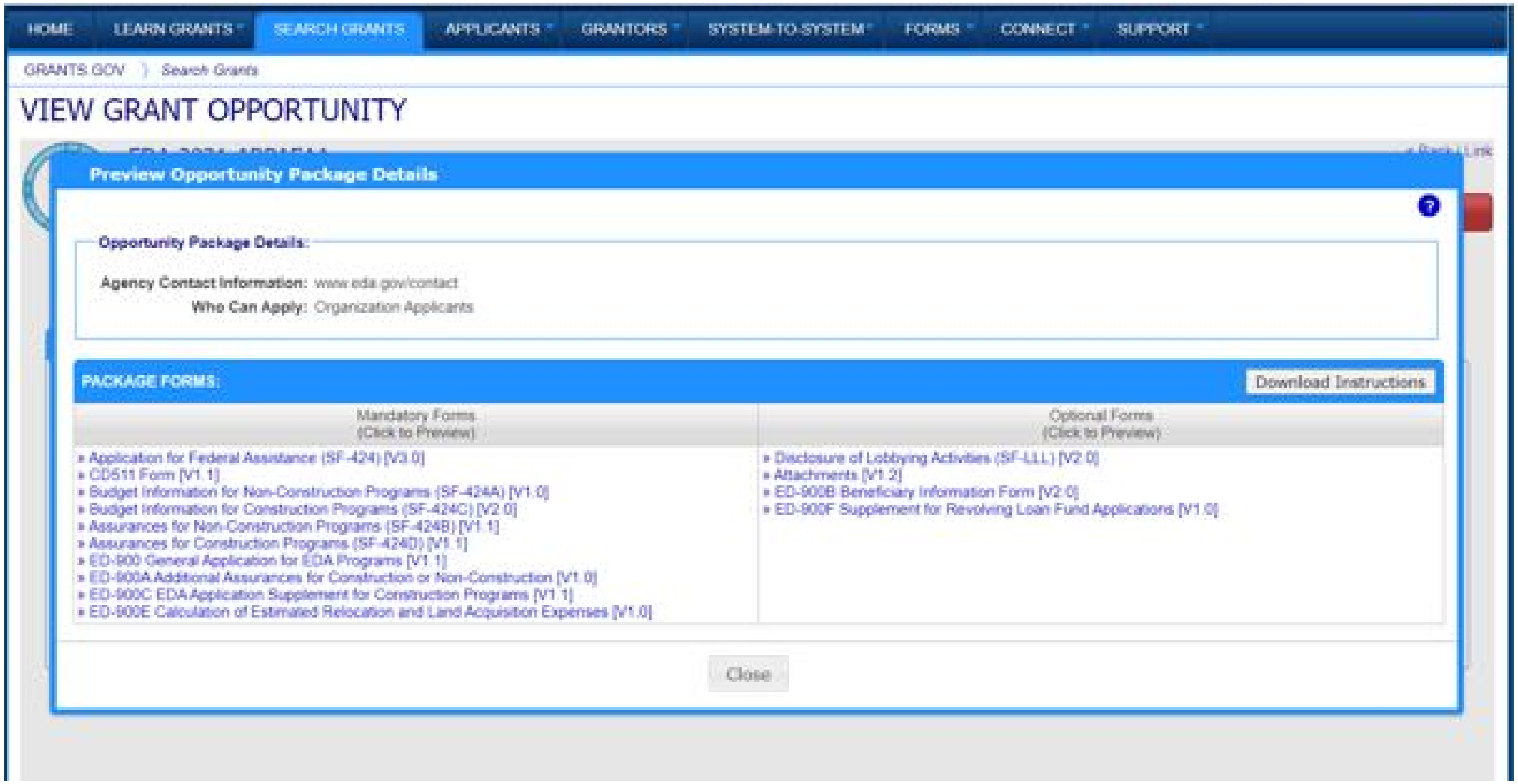


Package TAB



14

Find the Forms under Package



EDA

Match Requirements

ARPA funding Match Rates start at 80%

Grant + Match = Total Project Costs

80% + 20% = 100%

All Match must be documented in a letter. If you have match from 3 different sources – you need one letter from each. It must be committed, available, and for the same purposes as the grant request.

Tribes and jurisdictions that have **exceeded their taxing and borrowing capacity** are eligible for **100% Grant rate.**

Jurisdictions that are requesting 100% match – must document their need in a separate letter.

Resilience – you must address it

Regardless of which NOFO each application must address Economic Resilience. How is your project going to:

- Diversify the economy,
- Broaden the industrial base,
- Enhance business retention and expansion,
- Build high performance resilient infrastructure,
- Reduce environmental impact,
- Help business adopt practices for more flexible response to change,
- Conduct comprehensive planning based on collective vision,
- Invest in human capital.

Impacting Underserved Communities

Each Application must explain how your project is going to

- Benefit all communities in your project area including underserved communities,
- Barriers those communities might face in accessing the benefit of the project,
- Contemplated outreach efforts to reach those communities, and
- Steps to address Barriers.

Dates and Times to Remember
All NOFOs

- All ARPA funds must be **awarded by September 30, 2022** - which means those competitions with rolling deadlines – **submit by January 31, 2022**
- All ARPA funds must be **dispersed by September 30, 2027** – which means projects should be **completed by May 31, 2027**.

- **Non-construction** projects performance period - **12-24 months**
- **Construction** projects performance period - **12-48 months**.

Construction Projects: a few things to know

Impacts and Outcome (job creation/ retention and private sector investment) need to be clearly identified – committed beneficiaries (ED900B) make for a more competitive application

Projects should be shovel ready when you apply - NEPA must be completed, and an EA issued prior to award – including all consultations (USFW, SHPO, THPO)

- Your EDR can provide templates for consultation and delegation letters if needed

Know what federal and state permits your project will need

- Some take a long time and make your project less competitive

Strong labor standards, wages at or above prevailing wage rates, and local hire provisions are strongly encouraged.

CEDS Alignment

- Each project must be consistent with the region's current Comprehensive Economic Development Strategy (CEDS) or an equivalent EDA-accepted regional economic development strategy meeting EDA's CEDS or strategy requirements.
  - Contact your EDR if you have any question about the CEDS for your area.
- Applicants must detail how the proposed project will support the economic development needs and objectives outlined in the CEDS or equivalent strategy, and provide a copy of this planning document, either by attaching the document to the application or providing a web link for the document.

Which NOFO is best for my project?

- Applicants are **Strongly** discouraged from applying to more than one of the EDA ARPA NOFOs.
- EDA has the ability to move projects that were applied under one NOFO to a different one, if it is more appropriate there or there are available funds.
- If a Phase 1 Build Back Better Regional Challenge project is not chosen as a finalist, then they can apply under a different EDA ARPA NOFO.

Travel Tourism and Outdoor Recreation

EDA-2021-
ARPATOURISM

Travel, Tourism, & Outdoor Recreation

$750 million

Accelerate communities impacted by COVID-related travel and tourism decline through block grants to states and competitive grants

State Grants: $510M

- Award allocations to each state and territory based on economic development indicators in the leisure and hospitality industries
- Can fund destination marketing, but cannot fund economic diversification projects

Challenge: $240M

- Assist communities that suffered economic injury because of job losses in travel, tourism, or outdoor recreation sectors
- EDA prefers projects that directly support the travel, tourism, and outdoor recreation sectors; but will consider diversification projects
- Cannot fund local destination marketing

Competitive Tourism Grants: Eligible Uses

Strategy development for travel, tourism, and outdoor recreation pandemic recovery

Recovery project implementation, including construction projects for:

- Cultural, arts and tourism facilities
- Zoos and aquariums *(policy change)*
- New outdoor recreation and trail infrastructure and public access enhancements
- Nature-based infrastructure projects to improve access to recreation
- Non-construction activities, including **country-wide or multi-state** travel, tourism, or outdoor recreation promotion
    - *State and local-level tourism promotion and marketing projects are only eligible under state tourism grants*

Diversification projects
(EDA prefers projects that support the travel, tourism, and outdoor recreation sectors)

***Local and regional tourism marketing and promotion** are only eligible under state tourism non-competitive grants*

Tourism Projects – What's not eligible

- Projects that are primarily residential in nature,
- Projects to create community amenities that are not specific to regional tourism (e.g., swimming pools, golf courses),
- Projects that directly support casinos or gaming,
- Projects that support general governmental or public safety functions,
- Requests for funding to supplement operating budgets or replace lost revenue (including lost tax revenue),
- Projects that are primarily directed at public health responses to the coronavirus pandemic,
- Projects that establish or recapitalize a revolving loan fund (RLF),
- Projects that design or construct a business incubator.

How to apply

- REACH OUT TO YOUR EDR TO DISCUSS THE PROJECT FIRST
- Apply through Grants.gov
- Funding Opportunity Number – EDA-2021-ARPATOURISM
- READ the NOFO
- Utilizes EDA Regular Application Forms
- Application Checklists can be found in the NOFO – identify which forms you need - you must submit a complete application
- READ the NOFO – (this is not a typo; it is very important)

Economic Adjustment Assistance

EDA-2021-ARPAEAA

Economic Adjustment Assistance
$500 million

Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community

- Most flexible American Rescue Plan program; intended to fund non-construction and construction activities not already part of another Notice of Funding Opportunity (NOFO). Awards will range from $500K to $5M (ish).

- A wide range of technical, planning, workforce development, entrepreneurship, and public works and infrastructure projects are eligible for funding under this program.

- For larger projects, the Build Back Better Regional Challenge would be better if it supports an existing or emerging Industry Sector.

$200M *Coal Communities Commitment*

Ineligible projects:

- primarily residential in nature,
- community amenities (e.g., swimming pools, zoos, recreational centers),
- casinos or gaming or projects that support them,
- general governmental or public safety functions (e.g., buildings to house municipal government, firehouses, public safety equipment), and
- requests for funding to supplement operating budgets or replace lost revenue (including lost tax revenue).
- In addition, EDA will not fund projects that are primarily directed at public health responses to the coronavirus pandemic (e.g., testing or vaccination centers, increased hospital capacity, acquisition of PPE for general government use or public distribution); however, incidental public health costs may be included in project budgets (e.g., the cost of PPE for personnel providing technical assistance, larger spaces to accommodate social distancing, increased travel costs to accommodate pandemic safety measures).

READ the NOFO

How to apply

- REACH OUT TO YOUR EDR TO DISCUSS THE PROJECT FIRST
- Apply through Grants.gov
- Funding Opportunity Number – EDA-2021-ARPAEAA
- READ the NOFO
- Utilizes EDA's regular application forms.
- Application Checklists can be found in the NOFO – identify which forms you need - you must submit a complete application

ECONOMIC ADJUSTMENT ASSISTANCE
EDA

Build Back Better Regional Challenge

EDA-2021-ARPABBBRC

$1 billion to Build Back Better

Transform economically distressed communities through substantial investment in regional growth clusters

Support Regional Growth Clusters

- Transform regional economies through a collection of 3-8 interconnected, aligned projects
- Fund infrastructure, workforce, entrepreneurship, planning, and more to grow a regional industry or industries

Regional Moon Shot

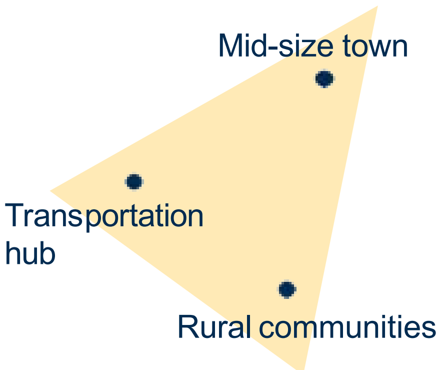
Building more inclusive, dynamic regional economies for the future

Coal Communities Commitment

Award at least $100M of the $1B in available funding to coal communities

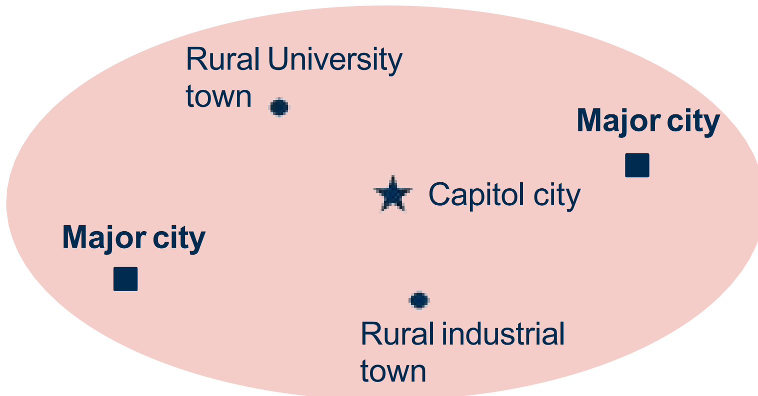
Example BBB Regional Clusters

Ag-tech Cluster ($25M)
E.g. UAV, Food innovation



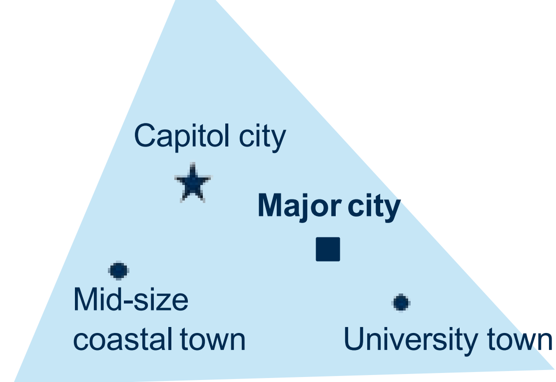
Projects in the region:
- 2 infrastructure projects
- 1 planning project
- 1 entrepreneurship project

Manufacturing Cluster ($80M)
E.g., Automotive, Semiconductor



Projects in the region:
- 5 infrastructure projects
- 1 innovation project
- 1 entrepreneurship project
- 1 workforce project

Services Cluster ($50M)
E.g., Technology, Financial



Projects in the region:
- 3 infrastructure projects
- 2 workforce projects
- 2 entrepreneurship projects

BBB Regional Challenge

Program Intent: Transform regional economies and supercharge business / regional growth clusters through a collection of collaborative, aligned projects designed to grow new industries and scale existing ones.

Regional Growth Cluster: Several entities working together to grow a regional economy through the growth of an existing or creation of a new regional industry.

Grants would support the following *types* of activities:

Workforce	Entrepreneurship	Planning	Infrastructure
Start and grow workforce development programs to support the needs of industries	Support entrepreneurs to commercialize technologies for industries of the future	Create and scale visionary goals, partnerships, and plans for the future	Build the roads, grids, fiber, and "bricks" that will enable all communities to thrive

CA Clusters - US Cluster Mapping Project

Key Elements of Success

- **Regional Assets** – A strong regional growth cluster will identify, make use of, enhance, and/or create regional assets that will support the regional growth cluster's competitiveness. Regional assets include, but are not limited to, basic infrastructure (e.g., broadband), existing competitive advantages (e.g., access to the ocean, research universities), and newly proposed projects to catalyze economic growth (e.g., a new training facility).
- **Industry Leadership** – A strong regional growth cluster will demonstrate strong alignment with existing or prospective industry needs and strong leadership from the private sector, aligned to the coalition's vision. This could include employer commitments to job creation in the region, expected private sector investments, and the coalition's private sector engagement strategy.
- **Sustainability** – A strong regional growth cluster will have a plan to maintain or improve the cluster's economic growth in the years following the ARPA awards.
- **Equity** – A strong regional growth cluster will ensure that the proposed projects' and broader cluster's benefits are shared across all affected communities. Although not required, EDA encourages efforts to reach historically excluded populations, racial minorities, and women.

Build Back Better Regional Challenge

Two-Phased Approach

Phase I: 50-60 regions awarded technical assistance grants to finalize plans for project clusters

Total: ~$500,000 per region

Phase II: 20-30 regions from Phase I regions awarded implementation grants from full project cluster applications

Total: ~$25-$100M per region

$100M *Coal Communities Commitment*

Phase 1: BBB Regional Challenge

***<$30M:** Phase 1 grants provide technical assistance to build out strategy and finalize component projects (~$500,000 per finalist)*

July 2021: Solicit concept proposals that utilize regional coalitions, industry support, and high-impact projects with a shared vision for a regional growth cluster

Oct. 19, 2021: Phase 1 applications due (9:00 PM Pacific Time)

December 8, 2021: Phase 1 award are made

Applicant Information

- Applicants should identify one key coordinating lead institution per regional cluster
- Tribes can apply; tourism and workforce projects are allowed as part of an overall regional development proposal

Phase 1: How to apply

- REACH OUT TO YOUR EDR - they can help identify potential projects to support the coalition and provide technical assistance.
- READ the NOFO
- Apply through Grants.gov
- Funding Opportunity Number – EDA-2021-ARPABBBRC
- Application does not require EDA regular forms - does require
  - Narrative – 5 pages
  - Appendix that contains a discussion of the Key Elements
  - Identification of Coalition Lead and Regional Economic Competitiveness Officer
  - Commitments from the Coalition
  - Letters of Support from Partners
  - Budget Narrative
  - All Standard Forms and Assurances

Application Checklists can be found in the NOFO – you must submit a complete application.

Phase 2: BBB Regional Challenge

***~$970M:** Phase 2 grants provide funds to <u>implement</u> strategy and component projects developed in Phase 1*

Project Expectations

- Each collection of projects should consist of 3-8 component projects totaling $25-75M; open to proposals up to $100M
- Projects should be implementation ready.
- Award at least $100M to coal communities

Dec. 2021 – March 2022: Phase 1 awardees use technical assistance grants to develop and submit Phase 2 applications with a clear regional strategy and implementation plan that requires funding

March 15, 2022 (9:00PM Pacific) : Phase 2 applications due

Sept. 2022: EDA selects 20-30 winning regions with the most promising projects

Sept. 2022 – July 2027: Regional Growth Clusters execute projects, EDA supports post-award monitoring

Phase 2: How to apply

- Only the finalist from Phase 1 will be allowed to submit applications
- Applications for each component and the overarching narrative will be submitted through a special portal in Grants.gov.
- There is a checklist in the ARPABBBRC NOFO that describes what a complete application contains.
- EDA at its discretion may fund all or only some of the originally proposed component projects.
- Projects that don’t receive funding can then apply for one of the other EDA ARPA NOFOs.

Contact Information

EDA.gov
Economic Development Representatives:

Northern and Coastal CA
Malinda Matson, EDR
916-235-0088
mmatson1@eda.gov

Southern CA
Wilfred Marshall
310-348-5386
wmarshall@eda.gov

Central Coast and Central Valley CA
Asia King
206-247-0991
aking2@eda.gov

Questions?

Visit www.eda.gov/arpa to learn more about the American Rescue Plan programs and find contact information for each.

FUNDING OPPORTUNITIES

FISCAL YEAR 2021 AMERICAN RESCUE PLAN ACT

Under the American Rescue Plan, EDA was allocated $3 billion in supplemental funding to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks.

American Rescue Plan funding enables EDA to provide larger, more transformational investments across the nation while utilizing its greatest strengths, including flexible funding to support community-led economic development.

With an emphasis on equity, EDA investments made under the American Rescue Plan will directly benefit previously underserved communities impacted by COVID-19.

EDA is making a Coal Communities Commitment, allocating $300 million of its $3 billion American Rescue Plan appropriation to ensure support for these communities as they recover from the pandemic and create new jobs and opportunities, including through the creation or expansion of a new industry sector. This commitment will be fulfilled through $100 million in Build Back Better Regional Challenge grants and $200 million in Economic Adjustment Assistance grants.

EDA has published the following funding opportunities:

- Economic Adjustment Assistance
- Travel, Tourism and Outdoor Recreation
- Indigenous Communities
- Build Back Better Regional Challenge
- Statewide Planning, Research and Networks
- Good Jobs Challenge

Deadlines: Varies based on program.

Economic Adjustment Assistance; Rolling

While EDA encourages eligible applicants to submit their applications as soon as possible, EDA strongly advises eligible applicants to submit complete applications no later than March 31, 2022 so that EDA can review and process the application in time to get a potential award in place prior to deadlines imposed by Congress. Submission by March 31, 2022 is not a guarantee of funding. Any award is subject to the availability of funds. See Section E of this ARPA EAA NOFO regarding EDA’s review process.

Travel, Tourism and Outdoor Recreation: Rolling

For EDA Competitive Tourism Grants, there are no application submission deadlines. While EDA encourages eligible applicants to submit their applications as soon as possible, EDA strongly advises eligible applicants to submit complete applications no later than January 31, 2022 so that EDA can review and process the application in time to get a potential award in place prior to deadlines imposed by Congress. Submission by January 31, 2022 is not a guarantee of funding. Any award is subject to the availability of funds. See Section E of this ARPA Tourism NOFO regarding EDA's review process.

Indigenous Communities: September 30, 2022

While EDA encourages eligible applicants to submit their applications as soon as possible, EDA strongly advises eligible applicants to submit complete applications at least by March 31, 2022 so that EDA can review and process the application in time to get a potential award in place prior to deadlines imposed by Congress. Submission by March 31, 2022 is not a guarantee of funding. Any award is subject to the availability of funds. EDA strongly encourages all applicants to start early and contact their EDA representative for assistance. See section E of this Indigenous Communities NOFO regarding EDA's review process and section G of the NOFO for EDA Regional Office Point of Contact (POC) information.

Build Back Better Regional Challenge (Phase 1): October 19, 2021

Statewide Planning, Research and Networks: October 31, 2021

Good Jobs Challenge: January 26, 2022

Economic Recovery Major Focus of State's $262 Billion Budget

The California Association for Local Economic Development (CALED) is the voice of economic development practitioners and stakeholders. With over 750 members, CALED is one of the largest economic development associations in the country. We are pleased to share this economic development analysis of California's recent budget investments to further recovery and resilience.

California Budget Makes Historic Investments in Economic Development
Over the last several weeks the Legislature has been heavily engaged in budget-related activities. The Legislature passed SB 129, a revised state budget bill, and numerous accompanying trailer bills reflecting an agreement with the Governor on a record $262 billion state budget. Boosting the state's economic recovery is a major focus of this package, with billions allocated to support individual stimulus payments, cash grants to COVID-impacted businesses, job attraction and retention, workforce development, infrastructure expansion, affordable housing, and other community priorities.

These budget allocations are a departure from typical state expenditures. Lawmakers typically focus state budget spending on "core" education, health, welfare, corrections, and other programs. Thanks to a major increase in state tax revenues and federal COVID relief, this year the challenge for most economic developers will be understanding and exploring the multitude of opportunities presented.

Many of the items funded in the budget were based upon proposals the Governor outlined in a 200-page May Revise, which included an estimated 400 new programs and over $100 billion in spending from state and federal funds. CALED previously outlined the many proposals of interest to economic developers in this comprehensive summary. The Assembly's summary of the budget agreement and various trailer bills as of July 15 can be found here, and the more extensive detailed analyses of trailer bills prepared by the Senate Budget Committee are here. And there is still more to come, with the details of additional trailer bills to be negotiated following the Legislature's July 16-August 16 Summer Recess through the end of the Session.

Main Budget Bills
- **AB 128 (Budget Bill),** this comprehensive 919-page budget bill was approved on June 14 by the Legislature, before the June 15 Constitutional deadline for legislators to send the Governor a budget. This deadline is strictly adhered to because legislators would otherwise forfeit salary for each day it is late. AB 128 was essentially a placeholder, while the Legislature and Governor continued to negotiate on many items before the July 1st Constitutional deadline for the Governor to sign a budget. After the larger agreement was reached, the Governor signed the bill on June 28, in anticipation of the many amendments reflected in SB 129.
- **SB 129 (Budget Bill Jr.)** This 505-page bill was signed by the Governor on July 14 and includes major amendments to the original Budget Bill (AB 128) that reflected the Legislative agreements with the Governor. Several additional minor changes to the budget bill followed in AB 161 and AB 164 budget trailer bills.
- Allocations in AB 128, as amended by SB 129, AB 161, and AB 164 include:
    - Economic Assistance and Incentives:
        - $290 million for GO-Biz Cal Competes Tax Credits.
        - $120 million for a new GO-Biz Cal Competes Grant Program.
        - $250 million for assistance to public ports.
        - $150 million in relief grants to entertainment venues, live events businesses, and minor league sports.
        - $100 million in cannabis grants to local agencies to assist transitioning from provisional to annual licensing. AB 141 and SB 160 are related to cannabis budget trailer bills.

- $95 million to Visit California for tourism marketing activities.
- $70 million extension for hiring tax credits.
- $70 million for small business financing, of which $50 million is allocated to assist underserved small businesses, and $20 million to the Small Business Loan Guarantee Program.
- $50 million for direct relief grants through the Office of the Small Business Advocate to eligible microbusinesses.
- $50 million in grants to small nonprofit performing arts organizations.
- $35 million to the California Dream Fund.
- $30 million to the film industry, and $10 million to the Film Commission. SB 144 is the related budget trailer bill.
- $20 million for cannabis equity grants to local agencies.
- $17 million to the Small Business Technical Assistance Expansion Program. Program changes are included in SB 151 budget trailer bill.
- $5 million in matching grants for "brand-neutral" efforts to increase consumer awareness of zero-emission vehicle technology.

- <u>Broadband Expansion</u>: Major investments include: $3.750 billion to the Department of Technology for an open-access, middle-mile network; $2 billion for urban and rural counties last-mile projects; $750 million financing the loan-loss fund; $622 million in various allocations to the California Advanced Services Fund contingent upon passage of a bill in the 2021 Session detailing allocation; $439 million in grants to libraries that are eligible to be used to upgrade broadband; and $225k to the Gateway COG to develop a broadband master plan. AB 156, a budget trailer bill, contains additional details.
- <u>Workforce Development</u>: Approximately $2 billion in related allocations include: $500 million for students pursuing a teaching credential, $336 million to the CA Workforce Development Board for a variety of workforce development initiatives, of which $100 million is for expanding High Road Training Partnerships; $150 million to expand hiring more full-time community college faculty; $290 million for the community college's Strong Workforce Program; $253 million to the Department of General Services to fund regional K-16 collaboratives to create streamlined pathways from high school, through post-secondary education to the workforce; $65 million to EDD to expand its Employment Training Panel into high demand sectors and improve coordination with community colleges; $19 million to the Dept. of Industrial Relations to expand paramedic training and participation of women in the construction industry.
- <u>Grants to Individuals and Small Businesses:</u>
  - $1.5 billion in additional COVID-relief grants through GO-Biz to small businesses.
  - $8.1 billion in individual rebates for tax filers earning less than $75k. See budget trailer bill, SB 139, for details.
  - $1 billion for direct payments to water systems to alleviate individuals' household water debt accrued during the pandemic and aid water systems' recovery from their revenue loss, especially small systems already struggling prior to the emergency.
- <u>Infrastructure and Other Investments:</u>
  - $7 billion in various affordable housing and homeless programs and initiatives.
  - $1.385 billion to the State Water Resources Control Board for water, wastewater, and groundwater projects.
  - $1.063 billion to the Air Resources Board for various emissions reduction projects, including clean vehicle incentives.
  - $822 million over two fiscal years for a variety of brownfield remediation activities. Details are included in the budget trailer bill SB 158.
  - $778 million to the State Energy Resources Conservation and Development Commission for various projects to support charging and hydrogen refueling infrastructure.
  - $663 million to the Department of Water Resources for drought relief projects.

        - $500 million for wildfire prevention and forest resilience.
    - Budget Set-Asides: The budget sets aside funding for various priorities to be specified in future trailer bill legislation to follow:
        - $730.7 million for a water and drought resilience package.
        - $500 million for student housing.
        - $440 million for a climate resilience package.
        - $800 million in various transportation funds.
        - $200 million for local parks.
        - $65 million for a "circular economy" package, meaning eliminating waste and improving the reuse of existing products.
- Individual Agency/Organization Allocations: Over 275 individual local agencies and non-profits received direct allocations for specific projects and activities from the state budget that reflect "legislative priorities." CALED members should review these local allocations for potential benefits to local projects and initiatives (See Sections 273 and 274 of SB 129.)

Key Budget Trailer Bills of Interest to CALED Members

- **SB 151: Economic Development**
    1) Specifies the details of the GO-Biz Cal Competes Grant Program, for which $120 million was approved in SB 129. While these grants can target major players (creating over 500 jobs or investing over $10 million) there is also an opportunity for grants to be awarded to smaller employers who create jobs in "high poverty and high unemployment," which are defined in existing regulation as exceeding state benchmarks by 150 percent. This bill describes the process for recapturing grants.
    2) Repurposes and narrows the existing GO-Biz Innovation Hub (IHub) program, as the new Inclusive Innovation Hub (IHub2) Program. The IHub2 Program is focused more specifically on economic development and job creation for underserved geographic areas, industry sectors, and business owners. Any existing IHub must meet this new designation.
    3) Makes several changes to the Small Business Technical Assistance Expansion Program (TAEP), which is allocated $17 million in budget bill AB 128. In brief, these changes:
        a. Delink references to federal funding from the state's definition of eligible applicants under TAEP, and allow non-profits receiving private funding that assists small businesses to also apply. The key concern for the state is that the federally-funded small business assistance programs may not allow assistance to undocumented individuals.
        b. Allow TAEP applicants to apply for authority to allocate microgrants up to $10k to underserved businesses through the $35 million allocated to the California Dream Fund.
    4) Clarify that the $50 million that was allocated in small business COVID relief grants for eligible cultural institutions, may be allocated in one or more rounds. (Addresses the concern that an insufficient number of applicants applied in the first round.)
    5) Specifies the application criteria for access to $150 million in Venue Assistance Grants, for COVID-impacted independent live events and promoters with or without facilities. Venues include sports teams and clubs, performing arts, alcohol drinking places, and full-service restaurants. Grants begin at $250,000 and are not to exceed 20 percent of an applicant's gross earned revenue in the 2019 taxable year.
    6) Specifies the criteria for applying for $50 million for Non-Profit Performing Arts Grants, for theaters, dance companies, singing groups and artists, and other COVID-impacted performing arts venues. Grants range from $25k to $75k depending on gross revenue in the 2019 taxable year.
    7) Specifies the process for allocating $50 million for direct relief grants through the Office of the Small Business Advocate to eligible microbusinesses. Initial applicants to allocate these funds are limited to California's 58 counties. Should all counties not apply, non-profit entities could also apply in the second round. Grants of $2,500 would be awarded to microbusinesses formed prior to December 2019, with less than five employees and $50k in revenue in the 2019 taxable year. Counties can use up to 20 percent of the award for administrative expenses, marketing, fiscal agent

fees, and other expenses. Grant awards shall not be considered income for California income tax purposes.

- **AB 150: Hiring Tax and Other Related Changes**
  1) Authorizes $70 million in hiring tax credits to employers of less than 500 employees as of December 31, 2000, which have incurred a 20 percent reduction of revenue between the 2019 and 2020 taxable years. Eligible employers may be awarded a $1,000 per employee hiring credit (not to exceed $150k) for any increase in full-time equivalent employees between April 1 and June 30, 2021, and the average employees between July 1, 2020 and June 30, 2021. Applicants must be submitted for a reservation of either income tax or sales tax credits on a first-come basis between Nov. 1 and Nov. 30, 2021.
  2) Authorizes $30 million in tax credits for hiring formerly homeless individuals. Individuals must be paid at least 120 percent of minimum wage. Credits begin at $2,500 for individuals who work at least 500 hours, $5,000 for 1,000 hours, $7,500 for 1,500 hours, and $10,000 for over 2,000 hours.
  3) Authorizes certain qualified pass-through business entities (S-Corporations, LLCs, and LLPs) to pay an elective 9.3 percent state tax on behalf of their owners, and for their owners to receive equal credit for consenting to the entity making a payment on their behalf. This provision intends to mitigate impacts on business owners stemming from the cap on state and local tax deductions in the 2017 federal Tax Cut and Jobs Act.
  4) Extends the expiration of the Historic Tax Credit by one year to January 1, 2027.
  5) Permanently eliminates the sales tax on diapers and menstrual products.
  6) Extends a 15 percent tax credit for donations of fruit and vegetables by five years.
- **AB 156: Broadband**
  Outlines the implementation details of the state's three-year, $6 billion broadband package, which includes: $3.25 billion for the establishment of a state-owned, open-access middle-mile network, $2 billion divided equally between urban and rural counties for last-mile projects, and $750 million for a loan-loss fund to assist local governments and non-profits finance broadband service projects.
- **AB 149: Transportation**
  1) Creates the Clean California Program which will allocate local and state grants for beautification projects for streets and roads, highways, parks, pathways, transit centers, and other public spaces. Up to $1.5 billion was proposed for this program, potentially. The following initial allocations were approved in the AB 129 budget bill: $111.7 million for state litter abatement, $143.3 million for state beautification, and $148 million for local beautification.
  2) Provides that local agencies are not required to comply with annual minimum expenditure requirements for the 2019-20 fiscal year in order to receive allocations of Local Street and Road funds under SB 1 formulas. Authorizes the Controller to adjust minimum expenditure requirements in the 2020-21 and 2021-22 fiscal years for any decrease in taxable sales or transient occupancy taxes.
  3) Authorizes the California Department of Transportation to pay a $250 stipend to individuals, organizations, and others that complete scheduled litter abatement under the Adopt-a-Highway program.
  4) Continues statutory relief for transit agencies enacted in the 2020-21 state budget under various state programs, formulas, and requirements.
  5) Continues the authority of the Secretary of Transportation to assume the responsibilities under the National Environmental Protection Act for an additional three years.
  6) Authorizes the Department of Motor Vehicles to establish a pilot program to evaluate digital or mobile options to drivers licenses and identification cards.
- **AB 140: Housing**
  1) Provides additional authority to the Dept. of General Services (DGS) to approve leases of state excess lands (without the approval of the local agency) for affordable housing and park and recreation uses, commercial uses are also allowed if deemed beneficial to the residents of affordable housing. Authorizes DGS to approve phased development or sell the property under various conditions.

2) Allocates $1 billion to local agencies to address homeless issues in both the FY 2021-22 and 2022-23 fiscal years. The funds will be allocated as follows: $336 million among the 13 cities with more than 300k population, $240 million through local continuums of care, $224 million among the state's 58 counties, $180 million reserved for bonus allocations, and sets aside $20 million for tribal applicants. Establishes additional grant programs focused on removing encampments and assisting homeless families.
3) Establishes the Regional Early Action Grants Program where $500 million will be available to cities and counties through regional councils of government for planning, infrastructure, and other activities to facilitate infill and transit-oriented housing development.
4) Allocates $250 million for projects under the Infill Infrastructure Grant Program.
5) Establishes a $500 million foreclosure assistance program, and makes numerous other changes to state housing programs.

Next Steps
While the initial state budget deadlines have passed, additional budget trailer bills can be expected after the Legislature returns from its July 16-August 16 Summer Recess, until adjournment of the Session on September 10, 2021. Economic developers certainly have much to consider in the state's 2021-22 Budget. CALED will continue to monitor state budget activity and make its members aware of emerging issues and opportunities.

CONTACT:
California Association for Local Economic Development
www.caled.org
916-448-8252

CITY OF SEASIDE
STAFF REPORT

Item No.: 5.E.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager - Economic Development Director

DATE: August 9, 2021

SUBJECT: **Parameters of the conceptual storefront improvement program**

PURPOSE & RECOMMENDATION

Provide direction to staff on the parameters of the conceptual storefront improvement program

BACKGROUND

During the July 12, 2021, C-JOBS meeting, staff provided a white paper exploring Downtown Facade Improvement programs in order to generate discussion with commissioners and solicit feedback from Commissioners at the next regularly scheduled C-JOBS meeting. This agenda item is for the purpose of collecting input from commissioners. Staff is also providing preliminary results of the Storefront Improvement Interest survey and a sample of policies and procedures. Below are some topics to help guide discussions, but it is not exhaustive of the input that may be provided:

-Would this pilot program focus on a specific district in downtown, such as West Broadway Urban Village, or will it cover properties within the entire downtown district?
-What is the maximum award that a single applicant can receive?
-Should a percentage of improvement costs be covered in this program?
-What improvements should be deemed eligible and emphasized in the program guidelines, providing a clear message to property owners on what type of improvements are most needed within the downtown district?
-Could C-JOBS serve as the application review committee similar to the Micro Loans or could the process include administrative approval or a subcommittee of commissioners?
-How much money should be allocated to the program and for how long?
-The timeline for the application period and construction turnaround?

Further, we can think about this program as an investment and therefore expect to measure results. At the end of the first year, staff's intent would be to quantify the success of this investment with possible return-on-investment metrics such as local business revenues and customer traffic. Staff will also reach out to businesses and learn more about the qualitative impact of these funds, the projects that they incentivize, and general feedback from businesses. In addition to the input provided by the Commission on the above topics, staff will also incorporate the Government Finance Officer's Association framework for economic development program evaluation and monitoring as follows:

1. Goals and Objectives of the Downtown Façade Improvement Pilot Program
a. Expand the tax base by incentivizing investment in Seaside
b. Contribute to the revitalization of blighted corridors by supporting business owner's efforts to renew their business façade.
2. Financial Incentive Tools and Limitations
a. Up to $XX,000 grants, per business, with a fund total of $XX,000, to fund XX facades.
b. Grant applicaiton window will adhere to the timeline set forth by policy decision-makers.
c. Incentives could only be used for the façade improvements as described in the program policies and procedures.
3. Evaluation Process
a. After the first year, and annually thereafter, if the program is renewed, staff will provide a program review with:
i. A comparison of the cost of the program against the benefits that the project is producing;
ii. An evaluation of the impact on the tax base and revenue for the city and regional districts, like schools; and
iii. Customer (applicants) satisfaction survey results.
4. Performance Standards
a. Performance standards will include construction milestones to ensure the applicant is utilizing the grant. If permits are not used in a diligent and timely manner, the city will initiate a claw-back where the applicant would have to refund the grant.
b. Annual program evaluations will consider several performance measures wherein staff will set goals to meet, such as the amount added to the assessed value of the city due to this program.
c. In addition, the City may consider surveying participants on how their business has improved.
d. Criteria might also include value of private sector investment in each property, increase in absorption rate (decrease in vacancies), sales added to the tax base, and customer satisfaction.
5. Monitoring and Compliance
a. Monitoring for this type of program would require the continued cooperation of the applicant and approximately 200 staff hours.

b. Staff may be inclined to invite the California Association of Local Economic Development, or similar professional organization, for a peer-to-peer process audit to help ensure alignment with current best practices.

Using the information in the forthcoming needs assessment, plus feedback from Commissioners at this C-JOBS meeting, staff will proceed with the creation of the draft program policies and procedures, including an application form, a guideline sheet, and a budget resolution to fund a program.

ATTACHMENTS

1. Storefront Improvement Interest - Google Forms_Redacted
2. Sample Downtown Incentive Admin Policies and Procedures

Storefront Improvement Interest

Questions Responses 7

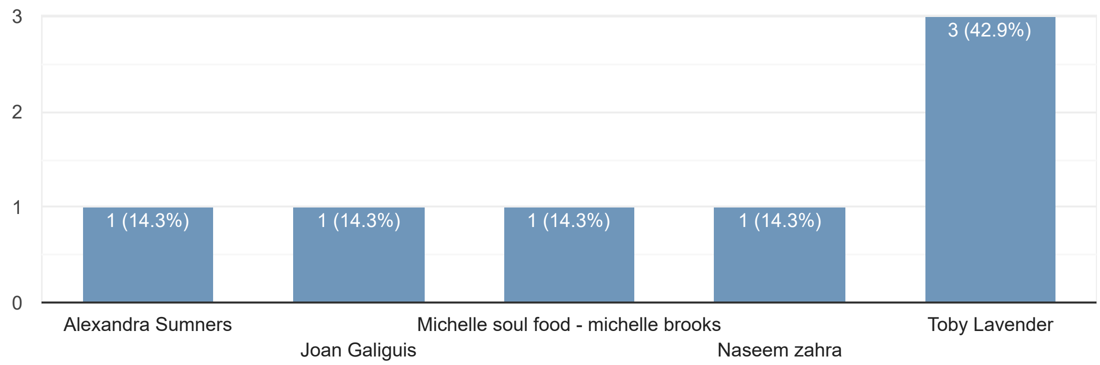
7 responses

Accepting responses

Summary Question Individual

Name

7 responses



E-mail

7 responses

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

Please enter the address or describe the location of your property or storefront in Seaside, CA. (If you do not have a location please put "NA.")

7 responses

1965 Del Monte Blvd, Seaside, CA 93955

1624 Del Monte blvd, Seaside CA 93955

2019 Del Monte Blvd, Seaside CA 93955

N/a

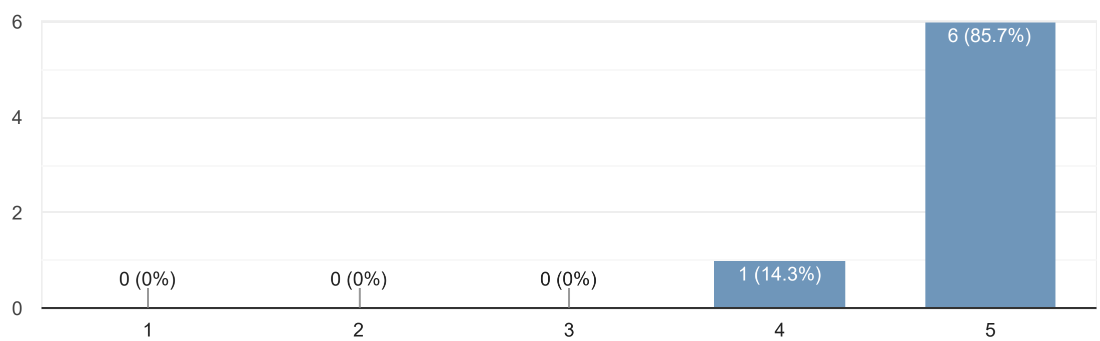
795 Broadway Ave seaside 93955

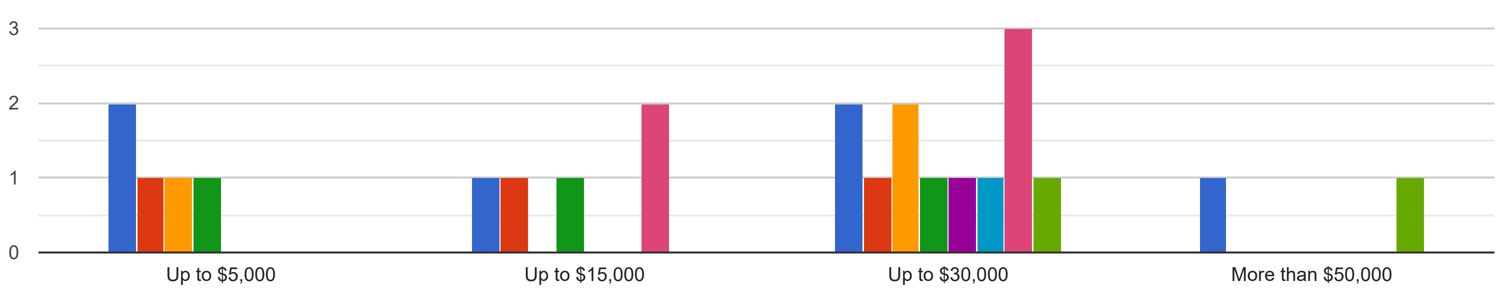
1550 Hillsdale Street

2039 Del Monte Blvd

If the City provides a matching grant how likely are you to improve one or more your storefronts (façade) and/or properties?

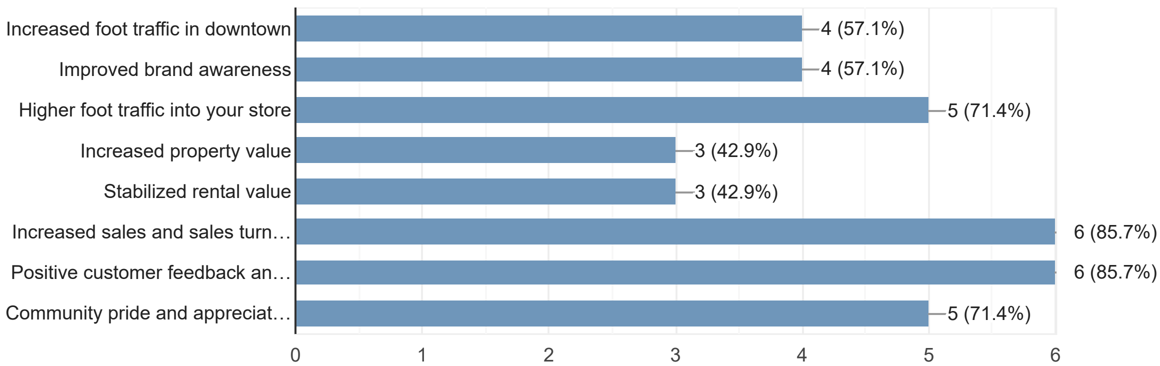
7 responses





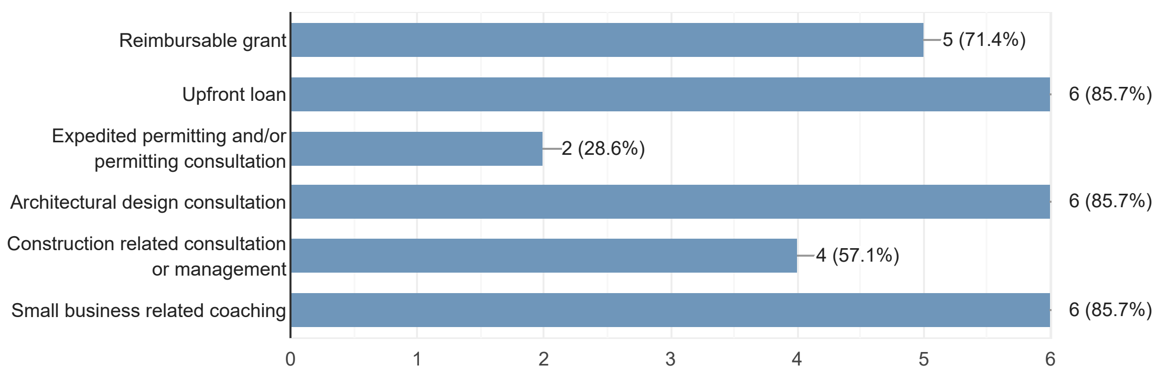
What would you like to see as the ultimate outcome(s) and benefit(s) as a result of such work?

7 responses



What type of assistance from the City would be most valuable in supporting your storefront improvement efforts?

7 responses



Additional comments

0 responses

No responses yet for this question.

Downtown Improvement Incentive Program

Administrative Policies and Procedures

Updated for Fiscal Year 2020-2021

City of Gilroy

October 30, 2020

Table of Contents

Program Introduction

Generally, façade improvement programs provide property and business owners with financial assistance to construct mutually beneficial improvements. For property and business owners, the program provides financial incentives to make improvements to their building exterior, which in theory could increase their customer traffic. For local governments, the potential benefits include more appealing commercial districts which may lead to an increase in municipal revenue.

The aim of the Downtown Improvement Incentive Program for Fiscal Year 2020-2021 is to provide a mutually beneficial service to all economic stakeholders in the City of Gilroy's downtown. For the half-year from January 1, 2021, to June 30, 2021, the City is offering an incentive to provide 1:1 matching grants of up to $2,500 to property owners and tenants within a portion of Downtown to assist with exterior improvements to the façade, or face, of the building as well as a partial rebate of permit fees of up to $2,500.

The following policies and procedures provide the details about the program, the requirements to apply, and the application process. Please read this document thoroughly and when you are ready, fill and submit an application online. A sample application is attached to the end of this document, along with the required supplemental material.

We hope to see your business apply and we look forward to working with you to improve your property, our downtown, and our City.

Administrative Policies and Procedures for the Downtown Improvement Incentive Program for Fiscal Year 2020-2021

Section I: Program Components

Subject to the availability of program funds, commercial property owners and tenants located in a portion of Downtown within the City of Gilroy may qualify for funding through the program. There is $50,000 available for Façade grants and $50,000 available for partial permit fee rebates.

All funds are offered on a 50/50 matching basis with those contributed by the property owner or tenant for a given project and/or permits, with the City funding 50% of the cost up to $2,500, and the grantee funding 50%. Should the cost of improvements exceed the maximum grant amount of $2,500 plus the grantee's share of $2,500, the grantee shall be responsible for any excess costs. Façade grant funding must be used for façade improvements, including signage; awnings; and paint. Applicants may apply for both the Façade grant and a reimbursement on fees, however façade grant funds may not be used to pay for City permit fees.

Section II: Eligibility

A. Eligible Properties

Eligible properties are (1) those that abut to that portion of Monterey Street beginning at the intersection of First Street and ending at the intersection of Tenth Street and (2) those that abut to that portion of Gourmet Alley beginning at the intersection of Third Street and ending at the intersection of Sixth Street

B. Eligible Applicants

(1) Commercial Property Owners: Applications may be submitted by the property owner.

(2) Lessees: With the written approval of the property owner, an authorized representative of a lessee may apply for funding under the Downtown Improvement Incentive Program. Written consent may be either in the form of a lease indicating the lessee's responsibility for façade improvements or documentation of the property owner's agreement to the proposed improvements with a property agent authorization form.

(3) No member of the governing body, review committee, or any other official, employee, or agent of the City who exercises decision-making functions or responsibilities in connection with the implementation of this program is eligible for financial assistance under this program.

(4) Applicants shall not be disqualified based on age, race, religion, color, handicap, sex, physical condition, development disability, sexual orientation or national origin.

C. Ineligible Businesses

The following businesses are ineligible to participate in the program: liquor stores, adult entertainment enterprises, massage establishments, pawn shops, cigarette stores, gambling establishments, and tattoo parlors.

D. Eligible Activities

The Downtown Improvement Incentive Program is designed to improve and enhance the design and quality of small business facades that are highly visible along the City's Downtown Monterey Street and the beautiful, historic Gourmet Alley. To achieve this goal, program grants shall be available for the following activities:

(1) Grant proceeds may be used for qualifying façade improvements. These include:
   a. Signage
   b. Awnings
   c. Exterior Paint
   d. Windows
   e. Anti-graffiti film coating on windows
   f. Front Entrance Doors
   g. Exterior lighting
   h. Planter boxes
   i. Fixed assets to define a dining space / parklets

(2) Façade grant proceeds may be used to fund or offset the cost of private architecture and design fees, but not any City building, review, or permitting fees required by the City of Gilroy as part of the approved project. Such fees can be applied toward the permit fee rebate.

(3) Activities must be in compliance with the City of Gilroy's Design Guidelines.

(4) Work must be in accordance with the City of Gilroy Zoning Ordinance, Downtown Specific Plan, City of Gilroy Architecture and Design Guidelines, and Uniform Building, Plumbing, Electrical and Mechanical Codes as applicable. All required permits must be obtained.

E. Ineligible Activities/Properties

Program grants shall not be available for the following:

(1) Property acquisition
(2) Working capital, advertising, training, start-up costs, cash for operating expenses, etc.
(3) Work in progress or performed prior to project's approval
(4) Tax-delinquent properties or businesses
(5) Special-assessment-delinquent properties
(6) Property subject to litigation
(7) Property in condemnation or receivership
(8) Property owned by nonprofit groups
(9) Exclusively residential buildings
(10) Property not in compliance with the City's Unreinforced Masonry Building (URM) Ordinance (Gilroy City Code Chapter 6, Article VI)

Section III: Application Procedures

A. Timeline

The Downtown Improvement Incentive Program will launch on January 1, 2021. The program will continue through June 30, 2021 or until funds allotted to the program are depleted; whichever occurs first. This program is for a set period of time and future continuance of the program depends on the evaluation of whether the programs meets the goals, objectives, and criteria set forth.

B. Application Materials

Application materials will be digital only and accessible through the City's website at www.cityofgilroy.org/389/Downtown-Gilroy-Incentives.

C. Pre-Application Conference

Prior to submitting an application, the applicant may meet with staff to discuss the program features and terms, necessary permits, eligibility, and other details.

D. Application Submittal

Prospective program participants must submit a complete application. As a limited amount of funding is available, applications are accepted on a first-come first-serve basis.

Applications may be submitted at any time during the effectiveness of the program.

Applications will be reviewed for completeness and to verify that the proposed project meets the minimum requirements for eligibility. If the application is not complete, the applicant will be informed of the deficiencies. All financial information will be kept in a secured place with limited access by authorized personnel only.

The application must include the following information.

(1) Project Description. A full scope of work for each of the project components.
(2) Project Budget. A preliminary budget is required at the time of the initial application.
(3) Site Control. Evidence of property ownership or leasehold interest.
(4) Existing Conditions. Photographs illustrating current conditions of building(s) and property. Photos of adjoining properties may be included.
(5) Additional Information. Additional information may be requested after submission of the application.
(6) Taxpayer Identification. Applicant must submit a completed IRS W9 Form so that the City may issue the reimbursement at the end of the

project.

Note: False or misleading information shall be considered a default of the grant agreement, and may cause the City to seek remedies.

Section IV: Project Approval Procedures

A. Grant Committee Review and Approval

Applications will be evaluated by a Grant Committee composed of representatives of the City Administrator's Office and Community Development Department. Based on input from the Grant Committee, the City Administrator or designee will have the authority to execute the grant.

The committee shall meet as needed to review and act on grant applications. If the Committee deems that additional information is required before acting on an application, it may postpone action until all necessary information is available to the committee.

The applicant will be notified in writing that the application has been received and of all Committee and City Administrator or designee determinations.

B. Evaluation Criteria

As limited funding is available, if applications are submitted on the same day, grants will be offered on a competitive basis. The following criteria will be used to evaluate rank and select project applications for program grants. Priority will be given to those projects which best meet the following evaluation criteria.

(1) <u>Small Business Concerns.</u> Is the business a small, locally-owned, entrepreneurial business?

(2) <u>Strategic Location.</u> Would a façade improvement for this business enhance the shopping center or area in which it is located?

(3) <u>Tax Base Expansion.</u> Does/will the business contribute to the expansion of the City's tax base and the synergy of the surrounding commercial area?

(4) <u>Downtown Specific Plan.</u> Does the façade improvement align with the Downtown Specific Plan?

Section V: Grant Terms

A. Type of Grant

Downtown Improvement Incentive Program has two grants (1) The Downtown Façade Improvement Program the Downtown Commercial Corridor Development Incentive Program.

The Downtown Façade Improvement Program provides grant funding on a reimbursable, matching basis with funds contributed by the property owner or tenant. The maximum grant amount for each individual project site is $2,500.

Similarly, the Downtown Commercial Corridor Development Incentive Program provides grant funding on a matching basis for City permit fees up to $2,500.

B. Indemnity

The recipient shall commit to defend, indemnify and hold the City, including its elected officials, officers, employees and agents, free and harmless from any claims, liabilities, costs, penalties or interest arising out of any failure or alleged failure of the grant recipient or its contractors or consultants to comply with applicable laws.

C. Payment of Prevailing Wages

Work funded through the Downtown Improvement Incentive Program may be considered a "Public Work" and may be subject to the payment of prevailing wages (California Labor Code Sections 1720 et seq and 1770 et seq, as well as California Code of Regulations, Title 8, Section 16000 et seq). The recipient must ensure that all bids solicited and all contracts for work funded through a grant made by the City comply fully with Prevailing Wage Laws.

D. Covenants

Within the agreement, the applicant must agree to the following covenants.

(1) <u>Operating Covenant.</u> The business shall be required to continue operating in the same location for two-years after having received grant funding.

(2) <u>Maintenance Covenant.</u> Included in the Operating Covenant shall be a Maintenance Agreement which will provide for ongoing maintenance of the property and program improvement, including, but not limited to, keeping the property free from litter, graffiti, peeling paint, unkempt landscape, and other unsightly features as determined by the City of Gilroy. Business owners are required to ensure that the business is legal and compliant with the requirements of the zone applicable to the property. Tenants should be aware that property owners will be required to acknowledge the terms of the Maintenance Agreement.

(3) <u>Nondiscrimination Covenants.</u> The Participant shall not discriminate against person or group of persons on account of race, color, creed, religion, sex, marital status, handicap, national origin or ancestry in the sale, lease, sublease, transfer, use, occupancy, tenure or enjoyment of the Site, nor shall the Participant or any person claiming under or through it or them establish or permit any such practice or practices of discrimination or segregation with reference to the selection, location, number, use or occupancy of tenants, lessees, subtenants, sublessees or vendees of the Site.

E. Construction Schedule

Recipients shall initiate the improvement project within 30 days following the award of the grant and complete the project within 365 days following the award. The City Administrator or designee is authorized to extend these time limits by up to 90 days. Failure to comply with the project schedule will constitute a condition of default.

F. Other Obligations of the Recipient

In addition to the preceding terms and conditions of the grant, all recipients shall acknowledge and comply with the following:

(1) Grant proceeds shall be used only to pay for the cost of approved improvements and according to the approved budget.
(2) All improvements must be in accordance with the City of Gilroy Zoning Ordinance and all required permits must be obtained.
(3) The recipient shall be responsible for payment of all costs in excess of the approved budget.
(4) Recipient shall attend meetings with staff and decision makers as requested during the course of application review and approval.
(5) All improvements to be done on the project shall be the sole responsibility of the property owner or tenant. The City of Gilroy administers the grant program and is not responsible for any work undertaken under the program.
(6) The recipient must obtain lien releases from the contractor upon progress payment and project completion. Copies shall be provided to the City with each request for reimbursement.
(7) Photographs of the completed project must be provided to the City upon completion of the project file.

Section VI: Awarding of the Grant

A. Award Schedule and Conditions

If the grant application is approved by the City Administrator or designee, a date for awarding the grant will be set by the City. Prior to releasing funds, the following documentation must be in the project file:

(1) Notice of Award issued by the City.
(2) Completed IRS W9 Form
(3) Executed Downtown Program Agreement/Application.
(4) Evidence of Permits, Licenses, and any other required registrations.
(5) Approved project budget.

Section VII: Post-Award Procedures

A. Grant Servicing

A grant servicing file shall be established and maintained for each grant recipient that includes all written correspondence; a record of important telephone conversations; and a list of applicable grant covenants. The recipient will regularly deliver to the City those materials deemed necessary to monitor compliance with the grant terms and conditions, and advise to City promptly of any changes in terms and coverage.

Grant servicing files will be maintained in a secure place with access limited to authorized personnel. The City's legal counsel shall be consulted in regard to compliance with state and municipal open records laws.

B. Distribution of Grant Proceeds

The recipient is responsible for viewing and approving contractor requests for payment. The recipient is further responsible to make timely payments for approved work. The City will reimburse recipient according to the terms of the grant.

When submitting a request for disbursement of grant proceeds, recipient shall provide evidence of program expenditures consistent with the approved project budget.
Documentation shall include bills and invoices of receipts for materials, final bills of sale, canceled checks and lien waivers. All documentation shall be reviewed and approved by City staff prior to disbursement of grant proceeds.

Requests for reimbursement shall be submitted by the tenth day of the month. Requests received after the tenth day of the month shall be processed for payment during the following month. The request for reimbursement shall (1) identify each item of reimbursable project costs by line item category in the project budget separately, (2) aggregate all costs by line item category as set forth in the Project budget, and (3) include a report setting forth the total amount, by line item category from the project budget, of all reimbursable project costs set forth in the then-current request for reimbursement and all prior requests for reimbursement approved by the City, or for which approval is pending.

C. Default

Any default in any term or condition of a Program Grant or a Maintenance Agreement shall be a default entitling the City to issue a Notice of Default to the grant recipient which shall specify the following:

(a) The specific nature of the default.
(b) The action required to cure the default.
(c) A date, not less than thirty (30) days from the date of notice, by which the default must be cured to avoid action by the City to recover the grant funds invested in the project.
(d) Any penalties incurred as a result of the default.

In the event the default is not cured by the date specified in the Notice of Default, the City may take action to recover the funds granted to the business through the program, plus any penalties. The City Administrator or designee may, in his sole discretion, offer to negotiate a repayment schedule with the grant recipient, pursuant to which monthly grant payments will be calculated to amortize the unforgiven remainder of the original grant amount.

D. Program Report

A separate accounting record for each grant shall be kept to account for all funds granted. The Downtown Improvement Incentive Program shall be reviewed following the end of the program on June 30, 2021 and a report will be presented to the City regarding the use of program funds.