

**Citrus Heights Economic Development Incentive Initiative**  
**ECONOMIC DEVELOPMENT SUPPORT FUND – PART I**  
**ECONOMIC DEVELOPMENT SUPPORT PROGRAM GUIDELINES**

**INTRODUCTION**

The City of Citrus Heights created the Economic Development Support Program (Program) to provide funding for special events, marketing activities or other economic development related activities that provide a public benefit to the City.

This program is one-part of the Economic Development Support Fund (Fund). The primary purpose of the Fund is to provide sponsorships and grants that promote the City of Citrus Heights' commerce and increase business activity to help do the following:

- Increase job base
- Increase tax base
- Attract new shoppers/expand trade zone
- Promote/market a specific commercial area/City
- Create or enhance a sense of place
- Improve aesthetics of a commercial area
- Improve the perception and/or practice of City as business friendly

The Economic Development Support Fund receives an annual allocation, established by City Council. The Fund finances three separate programs: the Economic Development Support Program, the Design Assistance Program and the Sign Improvement Program.

Applications will be accepted on a first-come, first-served basis, and at any time. The program will be managed as a zero-based budget. Any funds not used during the fiscal year will be returned to the General Fund and a new allocation will be made. Unused funds will not roll over from year-to-year.

This document serves as guidance for staff to ensure that transactions are handled in a fair and uniform manner and to provide consistency in the daily operations of the Program. Periodically, this Policy will be updated to address any necessary changes.

## I. GENERAL ELIGIBILITY REQUIREMENTS

### A. ELIGIBLE PROJECT AREAS

The Program is available for economic development-related activities/efforts located in the City of Citrus Heights with an approved project being conducted within the City of Citrus Heights.

### B. ELIGIBLE APPLICANTS

1. An Applicant is defined in Section IV, Definitions. Eligible Applicants include the following:
  - a. Business Associations
  - b. Individual Businesses
  - c. Citrus Heights Regional Chamber of Commerce
  - d. Sunrise MarketPlace Property-based Improvement District
  - e. Antelope Crossing Business Association
  - f. Auburn Boulevard Business Association
  - g. Economic-development related organizations or efforts that meet the program goals

### C. INELIGIBLE APPLICANTS

1. Individual residents
2. Neighborhood Associations
3. REACH

### D. ELIGIBLE/INELIGIBLE PROJECTS

1. Eligible Projects include, but are not limited to, the following:
  - a. Event sponsorships
  - b. Grants for marketing and promotions
  - c. Studies to further economic development
  - d. Economic development-related activities that promote program goals
2. Ineligible Projects include, but are not limited to, the following:
  - a. General operation costs including maintenance and payroll
  - b. Cost of internal events, such as luncheons
  - c. City membership dues
  - d. Unpermitted events or events not authorized per the zoning code

### E. PROGRAM CRITERIA

To qualify for a grant or sponsorship, an application must be submitted, utilizing the City approved form. The applicant must complete the requested information and provide supporting documentation as appropriate (e.g. an event plan, budget, industry statistics, and newspaper articles/press releases).

All applications will be reviewed by Economic Development staff and the Finance Committee (if applicable) for the following criteria:

1. **Program Goals:** Meet one or more of the program goals.

2. **Targeted Areas:** Applications are not limited to specific geographical areas in the City, but applications benefiting Antelope Crossing, Auburn Boulevard Specific Plan Area, former Redevelopment Area or the Sunrise MarketPlace are emphasized.
3. **Projected Outcome:** Each application must describe what the expected outcome of the project, program or event is (e.g. expect 1,000 attendees; increased awareness of area/City; expand trade zone).
4. **Leveraging Investment:** Funding from the City cannot be the sole funding source. Favorable applications will demonstrate how funds are affectively leveraging public or private investment (i.e. match for grant).
5. **Sustainability:** Ability of the association, business or group to carry out the described program, project or event over time without continuous financial support from the City.
6. **Public Benefit:** Description of how the proposed program, project or event is a benefit to the City/community.

## II. ECONOMIC DEVELOPMENT SUPPORT PROGRAM DESCRIPTION

### A. GENERAL

1. **Purpose and Goals:** The primary purpose of the Economic Development Support Program is to provide sponsorships and grants for events, projects or programs that will promote the City of Citrus Heights' commerce and increase business activity to help do the following:
  - Increase job base
  - Increase tax base
  - Attract new shoppers/expand trade zone
  - Promote/market a specific commercial areas/City
  - Create or enhance a sense of place
  - Improve aesthetics of a commercial area
  - Improve the perception and/or practice of City as business friendly
2. **Eligibility:** In order to qualify for the Program, the Applicant(s) must meet all General Eligibility Requirements. In addition, the proposed program, project or event must be in compliance with all applicable Federal, State and local laws.
3. **Value of Grant or Sponsorship:** Grants or sponsorships will range from \$500 to \$25,000. The amount will be determined based on the application, supporting material and evaluation criteria. If request is for a sponsorship, the application must outline the specific, concrete benefits to the City. The City Council or City Manager will approve the awarded amount.
4. **Limit to Grant or Sponsorship:** Each approved grant or sponsorship will be subject to a maximum amount of \$25,000 per organization, per fiscal year (July 1<sup>st</sup> through June 30<sup>th</sup>). An organization may submit more than one application, but under no circumstances, will the total amount awarded to the applicant in one fiscal year exceed \$25,000.

5. **Funding Availability:** Applications will be received on a first-come, first-served basis and at any time. Each application will be reviewed and evaluated per the funding criteria by Economic Development staff. If an application requests \$5,000 or less the application may be approved or denied at the City Manager's discretion. City Council will be notified of any award. If an application requests \$5,001 or more the application will be reviewed by the Finance Committee. The Finance Committee will make recommendations to the City Council for funding approval. The City reserves the right to designate how much funding is allocated annually. The City also reserves the right to cancel the Program at any time.

#### B. TERMS AND CONDITIONS

1. **Application:** All applicants should review the Program's General Eligibility Requirements prior to submitting an application.
2. **Disbursement:** Upon approval from the City Council or City Manager, City staff will confirm when the applicant needs the funding. Within 10 days of the applicant's request for funds, the City will disburse funds to the Applicant. If the award is for a special marketing campaign or some other eligible project whereby its total cost is determined by time for services rendered, funds will be disbursed on a reimbursement basis.
3. **Right to Refusal:** The City shall have the right to refuse an application that is a conflict of interest or in conflict with city policy.

#### III. NON-DISCRIMINATION POLICY

The City shall not discriminate against any Applicant on the basis of race, color, religion, sex, sexual preference, marital status, ancestry, national origin, disability, pregnancy disability, medical condition, sexual orientation, gender, or transgender.

#### IV. DEFINITIONS

The following definitions shall apply to this document unless another meaning is clearly apparent from the context.

**APPLICANT** shall mean a business association, individual business or economic development-related organization or effort that meets the program goals as described under Section I, Part B, Eligible Applicants.

**BUSINESS ASSOCIATION** shall mean an organization of people with the common purpose of assisting businesses in the City of Citrus Heights or in a specific geographical area within the City of Citrus Heights.

**CITY** shall mean the City of Citrus Heights.

**ECONOMIC DEVELOPMENT** generally refers to a concerted action that promotes the standard of living and economic health of a specific area. Such action can involve multiple areas including

human capital, public infrastructure, regional competitiveness and other initiatives. In some cases an action can be quantified in number of jobs created or sustained.

**FINANCE COMMITTEE** shall mean the two members of the City Council that are assigned to serve on the said committee.

**FISCAL YEAR** shall mean the City's Fiscal Year from July 1<sup>st</sup> to June 30<sup>th</sup>.

**PROGRAM** shall mean the Economic Development Support Program.

## **V. ECONOMIC DEVELOPMENT SUPPORT PROGRAM PROCEDURES**

### **A. APPLICATION SUBMITTAL AND EVALUATION**

1. Annually, City Council will determine the total amount of funding available for the Program.
2. Applications are accepted on a first-come, first-served basis, at any time.
3. Applicant completes and submits the City's application.
4. City staff shall review and evaluate each application based on the Program's eligibility requirements and funding criteria.
5. City staff, Finance Committee or City Council may request follow-up information from the applicant to complete evaluation of the application. The applicant shall provide the requested information by the date City staff designates, but under no circumstance will more than two weeks be provided.
6. Application requests for more than \$5,000 will be reviewed by the Finance Committee including the initial application and staff's evaluation based on set funding criteria.

### **B. AWARD OF FUNDING**

1. Application requests for \$5,000 or less will be reviewed by the City Manager for approval. If approved, City staff will provide notice to the City Council that an award has been made.
2. Application requests for more than \$5,000 will be reviewed by the Finance Committee including the initial application and staff's evaluation based on set funding criteria.
  - a. If approved by the Finance Committee, the City Council shall review the recommended grant or sponsorship awards at a public meeting, receive public comment, and determine the final grant or sponsorship awards.

### **C. PAYMENT OF AWARD**

1. Upon approval by the City Council or the City Manager, the applicant must submit to the City a Request for Funds.
2. Upon receipt of the Request for Funds, staff shall distribute the funds to the applicant within ten (10) business days.