



# Building a Strong Future

## ECONOMIC PROGRAM INCENTIVE INITIATIVE

### *Support Program Guidelines*

#### INTRODUCTION

The Town of Truckee 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 Town. This program was created based on input received from the community, the Town of Truckee Planning Commission and the Town Council. The primary purpose of the Fund is to provide sponsorships grants and project assistance that promote the Town of Truckee's commerce and increase business activity to help do the following:

- Increase job base
- Increase tax base
- Promote/market Truckee as a place to locate a business
- Promote/market Truckee as a place to visit
- Create or enhance a sense of place
- Create partnership opportunities with other local government agencies
- Improve the perception and/or practice of Truckee as business friendly

The Economic Development Support Fund receives an allocation of funds, established by the Town Council. Total available funding for this program is \$235,000. The maximum amount of grant or sponsorship award shall not exceed \$50,000. Applications will be accepted on an ongoing basis and processed as completed applications are received. This is a one-time program unless extended by the Town Council. When the Town Council was considering the development of this program the types of programs discussed for potential support were special event partnerships, the development of a business incubator/innovation lab, the development of a place-based marketing and branding program and partnerships with other local government agencies. Applications for projects and programs that fall within these areas are encouraged.

#### PROGRAM FUNDING & ELIGIBILITY

##### *Available Funding:*

Grants or sponsorships will range from \$500 to a maximum amount of \$50,000 per organization. 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 Town. The Town Council will approve awards over \$5,000. 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 \$50,000.

Applications will be accepted on an ongoing basis. Only completed applications, as determined by Town staff, will be considered. Each complete application received will be reviewed and evaluated per the funding criteria. Town

staff will make recommendations to the Town Council for funding approval. The Town reserves the right to designate how much funding is allocated annually. The Town also reserves the right to cancel the Program at any time and make modifications to the Program.

The Town Council shall review the recommended grant or sponsorship awards at a public meeting, receive public comment, and determine the final grant or sponsorship awards. Upon approval by the Town Council, the applicant must submit to the Town a Request for Funds. Upon receipt of the Request for Funds, staff shall distribute the funds to the applicant within thirty days.

### *Eligibility:*

To qualify for a grant or sponsorship, an application must be submitted, utilizing the Town 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 Town staff for the following criteria:

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

**Targeted Areas:** Applications are not limited to specific geographical areas in the Town, but applications benefiting Downtown and the Truckee River are emphasized.

**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/Town; increased business activity in the Town).

**Leveraging Investment:** Funding from the Town cannot be the sole funding source.

Favorable applications will demonstrate how funds are affectively leveraging public or private investment (i.e. match for grant).

**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 Town.

**Public Benefit:** Description of how the proposed program, project or event is a benefit to the Town/community.

### ***Eligible Applicants include the following:***

- Local Government Agencies
- Business Associations
- Individual Businesses
- Economic development related organizations or efforts that meet the program goals

### ***Eligible Projects include, but are not limited to:***

- Event sponsorships
- Grants for marketing and promotions
- Studies to further economic development
- Economic development-related activities that promote program goals
- Projects that create partnership opportunities with other local government agencies

### ***Ineligible Projects include, but are not limited to:***

- General operation costs including maintenance and payroll
- Cost of internal events, such as luncheons
- Unpermitted events or events not authorized per the zoning code
- Projects conducted outside of the geographical boundaries of the Town of Truckee

## **TERMS & CONDITIONS**

**Application:** All applicants should review the Program's General Eligibility Requirements prior to submitting an application.

**Disbursement:** Upon approval of the application, the applicant will be required to enter into an agreement with the Town that outlines how the funds will be spent. Within 30 days of the executed agreement, the Town 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. Receipts and other back-up documentation will be required for disbursement of funds.

**Right to Refusal:** The Town shall have the right to refuse an application that is a conflict of interest or in conflict with Town policy.

### ***Non-discrimination Policy:***

The Town 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.

### ***Contact:***

Alex Terrazas, Assistant Town Manager  
10183 Truckee Airport Road Truckee, CA 96161  
aterrazas@townoftruckee.com 530.582.2914