



City of
SANTA CLARITA

**NEWHALL REDEVELOPMENT SMALL
BUSINESS GRANT PROGRAM**

PROGRAM GUIDELINES
AND
APPLICATION



NEWHALL REDEVELOPMENT SMALL BUSINESS GRANT

PURPOSE

To encourage business growth and sustainability in Old Town Newhall, the City of Santa Clarita is offering grant funding to small businesses within the redevelopment area. Grant monies will assist small businesses in the areas of financial and business management resources in an effort to create, grow, and retain small businesses within the City. Assistance from the College of the Canyon's Small Business Development Center will be available to businesses during the application process. The grant review committee will award funding to selected, qualified businesses.

GOALS

Grants will be made available to businesses in accordance with the goals set forth in the Newhall Redevelopment Plan. The Redevelopment Goals for the project area include, but are not limited to:

- Eliminate blighting conditions and prevent the acceleration of blight.
- Create an attractive environment to attract new shoppers and businesses.
- Promote the development of new and diverse employment opportunities.

THE CITY & THE REDEVELOPMENT AGENCY ARE LOOKING TO...

- Provide twenty (20) grants up to \$5,000.00 to small businesses within the Newhall Redevelopment Area (RDA) that present minimal risks.
- Encourage small businesses to use the programs and services offered by the Small Business Development Center (SBDC).
- Create opportunities for businesses to thrive while providing the resources, tools, training programs, and financial and business support available through the SBDC.

PROGRAM FUNDING

Grants will be awarded in an amount up to \$5,000 for 20 qualifying small businesses within the Newhall RDA. Funds for this grant program are derived from local Redevelopment Funds; a total of \$100,000 is available and will be awarded based on the approval and evaluation of the grant review committee.

FOR MORE INFORMATION OR QUESTIONS, PLEASE CONTACT:

Christa Wasson, Economic Development

PH: (661) 286.4065

EM: cwasson@santa-clarita.com

NEWHALL REDEVELOPMENT SMALL BUSINESS GRANT GUIDELINES

ELIGIBILITY

- Any small business within the Newhall Redevelopment Project Area (see map) that has been open for a minimum of one year, operating under the same name and has all necessary licenses to operate.
- A small business is defined as a business with less than 25 full-time equivalent employees.
- Business must be in good standing with the City and supply necessary application documents (application attached).
 - Must have all necessary City licenses and permits.
 - No open citations and/or violations for the business with the City at the time of application.
 - Business must be in compliance with City **and** applicable County codes related to business and/or location.

GRANT REQUIREMENTS

- Application completed in its entirety.
 - **Section A: General Business Information.** Please provide business contact information and authorized applicant signature in this section.
 - **Section B: Intended Use of Funds.** Please provide a summary of proposed use of grant funds if awarded in this section.
 - **Section C: Proposal.** Please provide brief descriptive explanations for the questions provided in this section.
- Business must supply a professional and operable business plan which includes a marketing plan, and must be a minimum of 3 pages; the Small Business Development Center (SBDC) is available to assist any and all applying businesses with this requirement.
- Financial Records: Business must provide two (2) complete years of actuals which may include but is not limited to:
 - Expenses – insurance, services, etc.
 - Annual Financial Reports (copy acceptable)
 - Current Balance Sheet (copy acceptable)
 - Annual Business Tax Returns (copy acceptable)
 - Marketing materials – advertisings, mailers, etc.
 - Appreciation – sales/financial growth
 - Depreciation – sales/financial decline
 - Permits
 - Equipment

Disclaimer: The confidentiality of the information you will provide will be preserved, except where disclosure of this information is required by applicable law.

- Business must provide the following, valid insurance documents:
 - General Liability
 - Worker's Compensation
 - Automobile Insurance (*If Applicable*)

NEWHALL REDEVELOPMENT SMALL BUSINESS GRANT GUIDELINES CONTINUED

ADDITIONAL INFORMATION

- Optional Workshops: Company President, Vice President, Marketing Manager, Business Owner/Manager, or equivalent must attend in order to receive the extra points towards their application. The following two (2) workshops will be available and provided by the SBDC:
 - Customer Service
 - Marketing

Please Note: Optional workshops are provided free of charge and must be completed before the application deadline to receive credit, which is November 30, 2009. Businesses can obtain workshop info by contacting the City or the SBDC.

- Awarded funding must be spent within the City of Santa Clarita boundaries.
- Funding can be used, but is not limited, to the following items (see application, Section B):
 - Materials, goods, merchandise, etc.
 - Permits and/or fees
 - Marketing
- Funding will be paid as a reimbursement.
 - Business must supply a receipt of purchased item(s) approved in the grant application.
- **Prohibited Grant Expenditures:**
 - Religious or political activity
 - Tuition assistance payments or reimbursements
 - Rent
 - Wages
 - Entertainment costs
 - Hospitality, food, or beverage costs
 - Per diem or related traveling expenses for staff or consultants
 - Contributions to trusts or endowment funds, or gifts or donations
 - Replacement of deficit funds
 - Penalties, fines, interest, or late payment charges

SEALED PACKETS MUST BE SUBMITTED TO:
City of Santa Clarita, City Hall
Attn: Christa Wasson, Economic Development
23920 Valencia Blvd. Suite 100
Santa Clarita CA 91355

DEADLINE:
Monday, November 30, 2009
before 5:00 P.M. PST

FAILURE TO SUBMIT REQUIRED MATERIALS WILL RESULT IN DISQUALIFICATION.

NEWHALL REDEVELOPMENT SMALL BUSINESS GRANT AWARD REGULATIONS

GRANT REVIEW AWARD

The grant review committee will evaluate all materials submitted with the application. Grant award will be determined at the discretion of the committee, based on the evaluation of the grant requirements and scoring. The following is a breakdown of possible points:

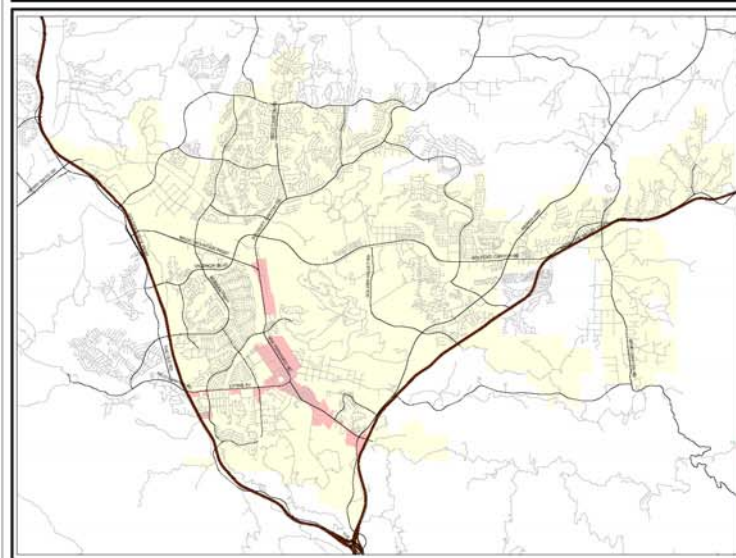
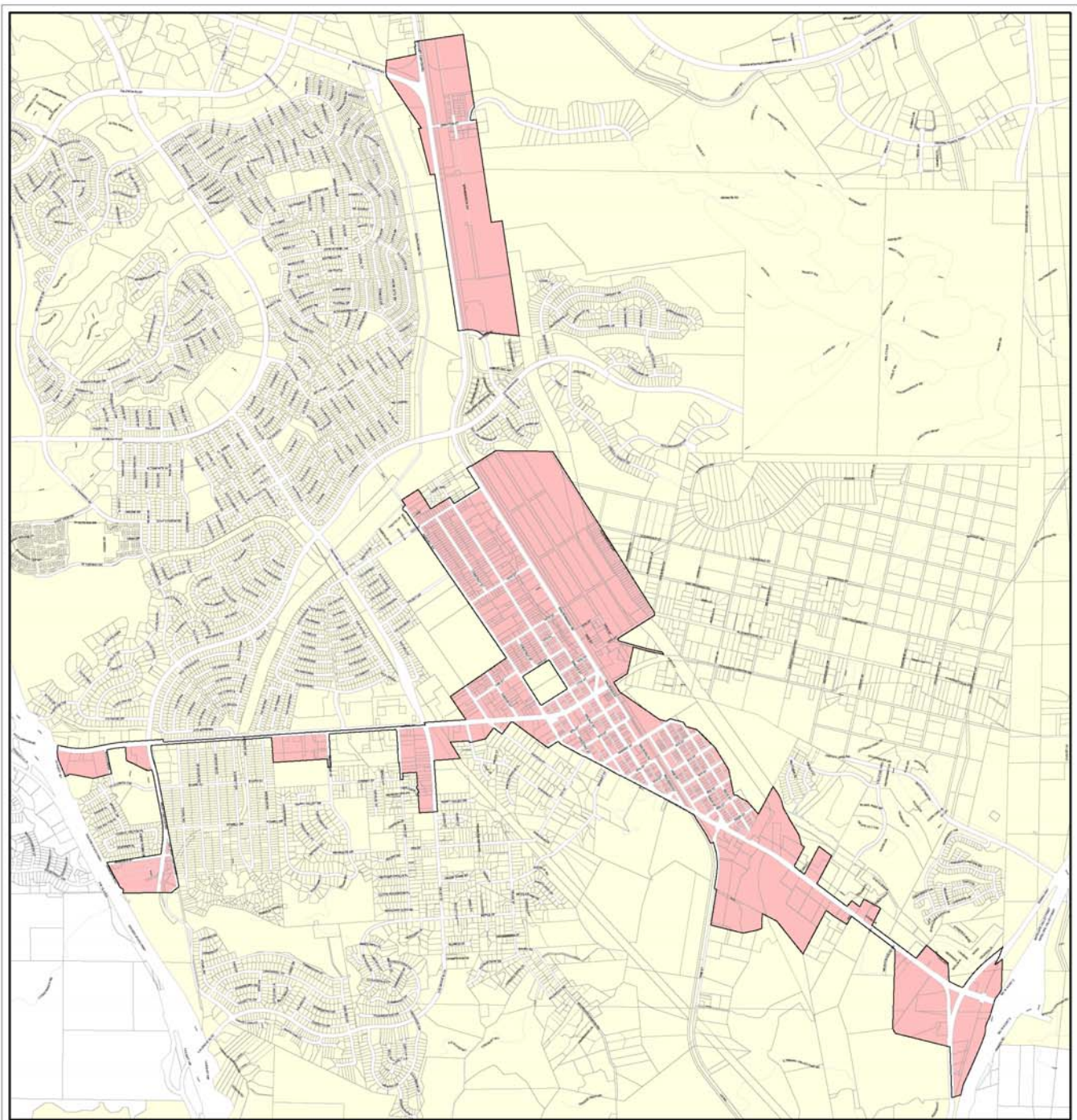
- Application signed, dated and **all** questions answered. (100 points)
 - Budget completed and filled out to its fullest.
- Business plan. (50 points)
- Financial records. (25 points)
- Insurance documents. (25 points)
- Signed form from SBDC for optional workshops. (extra 25 points each, for a total of 50 points)

AGREEMENT, SCOPE, BUDGET

If awarded funding, an agreement will be prepared and given to awarded business for the applicant's signature. The agreement will define how Redevelopment Agency funds will be spent by the awarded business and other requirements of the Newhall Redevelopment Small Business Grant.

PERFORMANCE REPORTS

Within six (6) months after businesses are awarded the funds, the City will follow up with a *Performance Report Form* that the business must complete regarding the grant. Awarded businesses will be asked to provide information on the impact of the funds within the RDA and how these monies have assisted your business.



City of Santa Clarita
NEWHALL REDEVELOPMENT AREA

Legend

-  Newhall Redevelopment Area (RDA) Boundaries
-  Parcels within RDA Boundaries
-  Other Parcels
-  City of Santa Clarita Boundary



Copyright © 2005, County of Los Angeles
 All Rights Reserved. This map is a reproduction of the original map prepared by the County of Los Angeles, Department of Public Works, Planning and Community Development Department, and is provided for informational purposes only. The County of Los Angeles does not warrant the accuracy or completeness of the information shown on this map. The County of Los Angeles is not responsible for any errors or omissions on this map. The County of Los Angeles is not responsible for any damages, including consequential damages, arising from the use of this map. The County of Los Angeles is not responsible for any damages, including consequential damages, arising from the use of this map.

**NEWHALL REDEVELOPMENT SMALL
BUSINESS GRANT APPLICATION – FY09/10**

Section A: *General Business Information.*

APPLICANT ORGANIZATION NAME: _____

MAILING ADDRESS: _____

_____ CA _____

LOCATION ADDRESS: _____

_____ CA _____

TELEPHONE: _____ FAX: _____

CONTACT INFORMATION:

NAME: _____ TITLE: _____

PHONE: _____ FAX: _____

E-MAIL: _____ WEB SITE: _____

AUTHORIZED SIGNER:

NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

**NEWHALL REDEVELOPMENT SMALL
BUSINESS GRANT APPLICATION – FY09/10**

Section B: *Intended Use of Funds Continued.* (Section B is worth 40 points)

Applicant Organization: _____

Briefly explain how these marketing purchases will assist in the long-term sustainability of your business. Please describe if these are new/existing efforts.

Permits and/or fees: \$ _____

- If applicable, list the permit(s) that interest you or that may be required relating to your business...
 - _____
 - _____
 - _____
 - _____

Briefly explain how these permit and/or fee purchases will assist in the long-term sustainability of your business.

**NEWHALL REDEVELOPMENT SMALL
BUSINESS GRANT APPLICATION – FY09/10**

Section B: *Intended Use of Funds Continued.* (Section B is worth 40 points)

Applicant Organization: _____

Other Purchases: \$ _____

- List these purchases...

- _____
- _____
- _____
- _____

Briefly explain how these “other” purchases will assist in the long-term sustainability of your business.

TOTAL Proposed Expenses: \$ _____
(grant will not be awarded over \$5,000.00)

APPLICATION CHECKLIST

Please complete and submit with your application

<input type="checkbox"/> COMPLETED APPLICATION PACKET (100 points) <ul style="list-style-type: none"> • Application signed, dated and all questions answered. 	<input type="checkbox"/> COMPLETED BUDGET <ul style="list-style-type: none"> • Budget is part of the application and must be filled out to its fullest.
<input type="checkbox"/> PROFESSIONAL BUSINESS PLAN (50 points) <ul style="list-style-type: none"> • Must be an operable business plan. • Includes marketing plan. • Minimum of 3 pages. 	<input type="checkbox"/> COPY of INSURANCE DOCUMENTS (25 points) <ul style="list-style-type: none"> • General Liability • Worker’s Compensation • Automobile Insurance (<i>If applicable</i>)
<input type="checkbox"/> COPY of FINANCIAL RECORDS (25 points) <ul style="list-style-type: none"> • Two (2) complete years of actuals. 	<input type="checkbox"/> SIGNED FORM for WORKSHOPS <ul style="list-style-type: none"> • Form must be signed by the SBDC. • Each workshop is worth an extra 25 points, for a total of 50 possible points. • Workshops attended must be for Customer Service and/or Marketing.
<input type="checkbox"/> All documents clearly labeled with page numbers. Please start at page one for each new section/document. For example, business plan will be pages 1 through 5 and financial records will be pages 1 through 10.	<input type="checkbox"/> Applying businesses must submit one (1) original packet of materials and four (4) copies of the packet.

SEALED PACKETS MUST BE SUBMITTED TO:
City of Santa Clarita, City Hall
Attn: Christa Wasson, Economic Development
23920 Valencia Blvd. Suite 100
Santa Clarita CA 91355

DEADLINE:
Monday, November 30, 2009
before 5:00 P.M. PST

FAILURE TO SUBMIT REQUIRED MATERIALS WILL RESULT IN DISQUALIFICATION.

INFORMATIONAL MEETINGS

DATE: Thursday, October 15, 2009

LOCATION & TIME: William S. Park's Hart Hall
24151 Newhall Ave.
Santa Clarita, CA 91321
7:30A.M. – 9:30A.M.

City Hall Council Chambers
23920 Valencia Blvd.
Santa Clarita, CA 91355
6:30P.M – 8:30P.M

WHAT TO BRING:

Please bring the following items to the meeting...

- Copy of the application packet
- Pen or pencil
- Business card
- Any questions you may have regarding the grant program.

Please Note: Applicants may attend either of the informational meetings.