August 16, 2023

Dear Prospective Applicant:

The Oak Park Business Association (OPBA) is proud to announce the second round of Small Emerging Business Grants that will help encourage and support business growth in the Oak Park Business District. If you are a growing or emerging business in the area (home-based, currently sharing space, pop-up concept, etc.) and would like to expand your operations, this program may be for you.

This program was put in place to assist local business people who are looking to operate in our thriving business district. Although being a resident or employee (business) in the area is not a steadfast requirement, it is possible that the review panel will favor a local submittal. Additional details below.

This announcement (and overview) is the beginning of the second round of funding. Future milestones include:
- **August/September 2023** – Program Announcement
- **September 29, 2023 (5:00pm)** – Applications Due
- **October 2023** – Panel Review and Possible Interviews/Follow-up
- **November 2023** – Board Approval, Grant Awarded and Announcements
- **December 2023** – Business Consultations (with Grant Recipient)
- **January/February 2023** – New Business Planning Begins

The fifth page of this document is a checklist that will be helpful as you prepare your application.

If you have any questions or need additional guidance, please email opbastaff@gmail.com (Seann Rooney).

*Good Luck!*

The Oak Park Business Association Board of Directors
Oak Park Small Emerging Business Grant Program

Goals and Objectives
The Oak Park Business District (OPBA) is looking for emerging businesses (home-based businesses, pop-ups, local startups, etc.) who are interested in calling Oak Park home. The organization will award a grant in the coming months to assist in the establishment of a successful business in the Oak Park district.

Eligibility
The successful, local candidate shall 1.) participate in the process (outlined below), 2.) submit all required materials, 3.) outline the match to the district’s commitment (financial or service commitments, etc.), 4.) commit to operate a new, future business in the Oak Park Business District (see attached map) and 5.) meet any other requirements as outlined in this plan, or to be determined by the Board. A review panel will evaluate the completion of each requirement with all candidates and will make recommendations on the final grant award. Proposed commitments in the proposal(s) may affect grant commitments from OPBA.

The “Package” (what we are offering)

Direct (Financial) Assistance
The district has allocated up to $10,000 in cash contributions to the future business operator. This may be structured as a single payment, or multiple payments, depending on the final recommendation of the Review Panel.

Indirect and/or In-kind Assistance
Advisory Support (business plan review panel) - a business district Advisory Panel, consisting of business and property owners, financial advisors, public sector representatives, design professionals and more, will be available to assist the grant recipient. The district team will review concepts and plans, offering suggestions and recommendations to the future Oak Park business. Preliminary estimates on the in-kind value of the contribution: $2,500.00.

Design Support - the business district will help coordinate design services (if requested) to support the future, physical space for the emerging business grant recipient. Preliminary estimates on the in-kind value of the contribution: $5,000.00.

Permit and Planning Assistance (OPBA and City of Sacramento Team) – upon request, and in partnership with the City of Sacramento staff, the OPBA Design Team will assist the grant recipient with the design, planning and permit requirements for the new facility. Preliminary estimates on the in-kind value of the contribution: $5,000.00.
Rental Assistance (in partnership with a local owner/partner) - although the final business concept for the emerging business is unknown (space requirements), there are a number of opportunities to work with local property owners to secure a space for business operations. Upon request and approvals, OPBA will work with grant recipient and owners to secure a space (details such as duration, locations, contribution and more are TBD). The in-kind value of the contribution will vary.

Other Support – the organization will support the new emerging business with additional services, from advising on accounting practices to design/print services to assistance with securing support services. Preliminary estimates on the in-kind value of the contribution: $2,500.00.

**Summary of Contributions**

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$10,000.00 (up to)</td>
</tr>
<tr>
<td>Advisory Support</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Design Services</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Planning Services</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Rental Assistance</td>
<td>$5,000.00 (up to)</td>
</tr>
<tr>
<td>Other Support (OPBA)</td>
<td>$2,500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$27,500.00 (maximum)</strong></td>
</tr>
</tbody>
</table>

**General Process (tentative schedule)**

- **August/September 2023** – program announced (with additional details)
- **September 29, 2023** – response deadline
- **October/November 2023** – panel review and interviews, board approvals
- **December 2023 - February 2024** – planning (programming of services outlined above)
- **February - May 2024** – tentative startup

**Submittal Details**

Emerging Business Grant applicant shall submit (see detailed checklist on page five for additional details):
- Summary of concept (can be outlined in a cover letter)
- Summary of approach (including timelines, planned start dates)
- Summary of history, experience, expertise
- Summary of any market data (to support concept) or related materials
- Summary of needs (space, equipment, other)
- Complete contact information
- Other (TBD)

Interviews will be scheduled by the Review Panel (additional requirements will be provided).
REQUEST FOR INFORMATION ADDENDUM

General Requirements
- qualifying grant recipient (business owner) must demonstrate commitment to the local community
- an additional commitment from the business owner is required (financial, labor, etc.)

Qualifying Business Types (if your business concept is not listed below please contact us to discuss – prior to your submittal)
- office
- retail
- restaurant
- personal care
- professional services
- non-profit

Qualified Expenditures (for grant funds)
- permit fees
- professional service (architecture, accounting, etc.)
- business fees (licensing, etc.)
- physical improvements (pending approval)
  - interior (examples: lighting, signage, decoration, structural, etc.)
  - exterior (landscaping, improvements to the public space, etc.)
- legal or regulatory work (environmental review, etc.)
- rent and leases (at the Board’s discretion and not to exceed 50% of the total contribution)

Non-Qualifying Expenditures (for grant funds)
- direct payment for salaries (not including support services to plan implementation such as architects and engineers)
- marketing and promotions
- advocacy support (on behalf of current and/or future business)
- events
- deposits (rents, utility services and so forth)
- acquisition (property, business, etc.)
- inventory (purchase)

Additional Considerations
- return on contribution
- use (business type and community need)
- management and operations (business)
- business plan
- finances
- community support (if applicable)
- business that fills a need in the community/has value to the greater business district
- business growth (e.g. current local business)
APPLICATION CHECKLIST

☐ Summary of concept (can be outlined in a cover letter or in a summary)
☐ Summary of approach (including timelines, planned start dates)
☐ Summary of your experience, qualifications and expertise
☐ Summary of any market data or related materials (to support concept)
☐ Summary of needs (space, equipment, other)
☐ Complete contact information

Submittal deadline is 5:00pm on Friday, September 29, 2023

Packages can be hand delivered (dropped through the mail slot) to 3460 2nd Avenue (corner of 35th Street and 2nd Avenue). Mailed applications (P.O. Box 5783, Sacramento, CA 95817) must be received by COB on September 29, 2023.
OPBD - District Area
Established 2016

Zone 1 in Red
Zone 2 with Hash Marks