



City of Calistoga

ECONOMIC DIVERSIFICATION APPLICATION INFORMATION

Purpose. The City of Calistoga wishes to support endeavors that diversify the local economy. On April 5, 2022 it established a Business Diversification Program charged with distributing funds to encourage a more diverse local economy. In awarding funds the primary consideration will be: How will a grant advance a more diversified economy in Calistoga?

Criteria. For awarding grants include the following:

- a) the applicant's business must offer a product or service not otherwise readily available locally;
- b) the applicant must demonstrate need;
- c) the applicant's business must demonstrate promise of success.

The Process. Upon receipt, an application will be reviewed by a subcommittee of the City Council. If the proposal qualifies an applicant for a grant, the subcommittee will make a recommendation to the City Council. The City Council ultimately decides whether to award a grant, and the amount of the grant. Grants do not need to be repaid. Grants are intended to encourage a more diverse local economy and are not to be used for other purposes such as discharging a legal debt, awarding bonuses, or taking vacations. Any tax liability associated with acceptance of a grant is solely the grantee's responsibility.

The Application.

I. To be considered for a grant, submit a page that states your name, business name, mailing address, phone number, and email address.

II. Also on that page please consider these questions:

- 1) What product or service do you propose to offer?
- 2) What is the immediate need for grant assistance?
- 3) What is the longer-term vision for your business?
- 4) How will your business serve Calistogans? Will it also serve a larger market?
- 5) How much assistance do you request?
- 6) If a grant is awarded you, do you agree to provide evidence to the city council that the grant money was used as you proposed it would be?
- 7) If a grant is awarded you, do you agree to provide semi-annual reports to the city council for two years on the difference your grant made in your business?

III. Accompanying your application, please provide three personal or business references.

IV. Submit your grant application to the Clerk, City of Calistoga, 1232 Washington Street, Calistoga, CA 94515. Or you may email your application to the City Clerk ygalvan@calistogaca.gov with Economic Diversification Application in the subject line.