



BUSINESS ASSISTANCE PROGRAM

Downtown Parklet Grant Program

PROGRAM DESCRIPTION

The Downtown Parklet Grant Program will provide financial assistance to eating establishments and retailers in the Downtown district interested in providing an outdoor area for dining or shopping. The program will reimburse eligible expenses incurred by the business related to the outdoor development, construction, and operation of a parklet. A parklet is defined as a longer-term installation within the public right-of-way, while maintaining safety, accessibility, and design standards consistent with the Downtown district.

- Grants up to 50% of the total cost, not to exceed \$10,000 will be available for eligible expenses approved under the Downtown Parklet Program.
- Total funds allocated for the Downtown Parklet Grant Program will not exceed \$250,000.

ELIGIBILITY & REQUIREMENTS

Under the Downtown Parklet Grant Program, eligibility criteria include, but are not limited to:

- Be an approved parklet by the City of Pleasanton Community Development Department and Engineering Division (Parklet and Encroachments Permits issued)
- Be physically located in the City of Pleasanton Downtown District
- Possess an active City of Pleasanton Business License
- Be in good standing with the City and demonstrated compliance with the County Health Order
- Be an eating or drinking establishment (i.e., restaurant, bakery, bar, brewery, café, coffee/tea, etc.) or a retail establishment which sells goods/merchandise (considered on a case-by-case basis).

The following businesses are not eligible to apply:

- Corporately owned chain/franchise establishments
- Home-based businesses or hotels

ELIGIBLE EXPENSES

Under the Downtown Parklet Grant Program, eligible expenses include, but are not limited to:

- Outdoor furniture, umbrellas or other City-approved weather protection, lights, heaters, etc.
- Construction materials
- Physical improvements or construction services to install the approved parklet
- Cost of architecture/design services - limit of up to \$5,000

Expenses not eligible for reimbursement include, but are not limited to:

- Business furniture that is not associated with and approved as part of the parklet permit (i.e., indoor furniture, back patio furniture, etc.).
 - Façade and other site improvements not specifically listed or approved as part of the parklet permit
- Branded or sponsor-type products or structures.

APPLICATION PROCESS

Once a business the necessary permits to install a parklet by the City, the business can submit an application and required documentation of expenses to the Economic Development Department for review. The online application will be accessible at www.cityofpleasantonca.gov/eddsupportfund.

Businesses may apply beginning March 1, 2022 through the online portal only. Applications will be reviewed and accepted on a rolling basis through March 1, 2023, until available funding has been exhausted, or until a date otherwise determined by the City Council.

REVIEW PROCESS

The City will review and process applications as quickly as possible, and will notify applicants of the status of their application via e-mail within 10 business days.