

City of Nevada City

Community and Economic Support Program (CESP)

The City of Nevada City's Community and Economic Support Program (CESP) provides funding for special events, marketing activities or other economic development-related activities providing a public benefit to the City. The primary purpose of the Program is to provide sponsorships and grants that promote the City of Nevada City's commerce and increase business activity to help achieve the following goals:

- Promotion and marketing of Nevada City
- Support of community events
- Enhance education
- Improve aesthetics of a commercial area
- Improve the perception and/or practice of the City as business friendly

Applications will be accepted during the month of January. Awards will be made upon annual budget approval. The CESP will receive an annual allocation, established by the City Council. Any funds not used during the fiscal year will be returned to the General Fund. The City Council reserves the right to consider other non-timely applications should a need arise.

APPLICANT ELIGIBILITY

- A. Eligible Applicants include the following:
 - a. Business associations
 - b. Individual businesses
 - c. Non-profit organizations
 - d. Nevada City Chamber of Commerce
 - e. Economic-development related organizations or efforts that meet program goals
- B. Ineligible Applicants:
 - a. Individual residents
 - b. Neighborhood associations

PROJECT ELIGIBILITY

- A. Eligible Projects include, but are not limited to, the following:
 - a. Event sponsorships
 - b. Grants for marketing and promotion
 - c. Studies to further economic development
 - d. Economic development-related activities that promote program goals
- B. Ineligible Projects include, but are not limited to, the following:
 - a. General operation costs, including maintenance and payroll
 - b. Cost of internal events, such as luncheons
 - c. City membership dues
 - d. Unpermitted events

APPLICATION PROCEDURES

- A. By each January 1, the City shall provide notice on its website and announce at a public meeting a call for CESP proposals.
- B. Applicant shall complete and submit the City's application by January 31.
- C. City staff shall review and evaluate each application based on eligibility requirements and funding criteria.

- D. City staff or City Council may request follow-up information from the applicant to complete evaluation of the application. Applicant shall provide the requested information by the date designated.
- E. City Council shall prioritize funding requests based on funding availability and determine amount and number of awards as part of its annual budget adoption process.
- F. Upon approval by the City Council, the Applicant shall submit to the City a Request for Funds.
- G. Upon receipt of the Request for Funds, staff shall distribute the funds to the Applicant within ten (10) business days.