

SMALL BUSINESS ACCELERATOR

8.14.2025

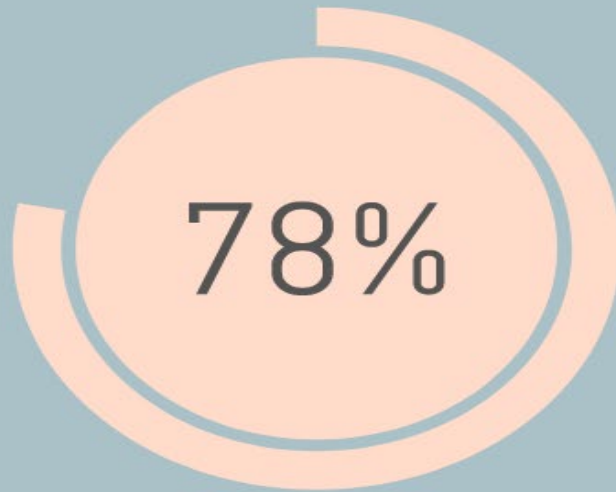


BACKGROUND

- Measure N funding adopted in 2019 (1/4 cent sales tax)
- City Council committed 30% of Measure N resources over time to “*Inclusive Economic Development*” activities
- February 2023 - City Council Strategic Planning supported advancing a Small Business Accelerator Program in concept
- November 2024- Program adopted
- December/ January 2025- Rollout of Permit Fee/ Food & Beverage Facility Enhancement/ Vandalism Relief grants
- August 2025- Rollout of Tenant Improvement and Façade Improvement grants

PIE CHART ANALYSIS

WEST SACRAMENTO SMALL BUSINESSES

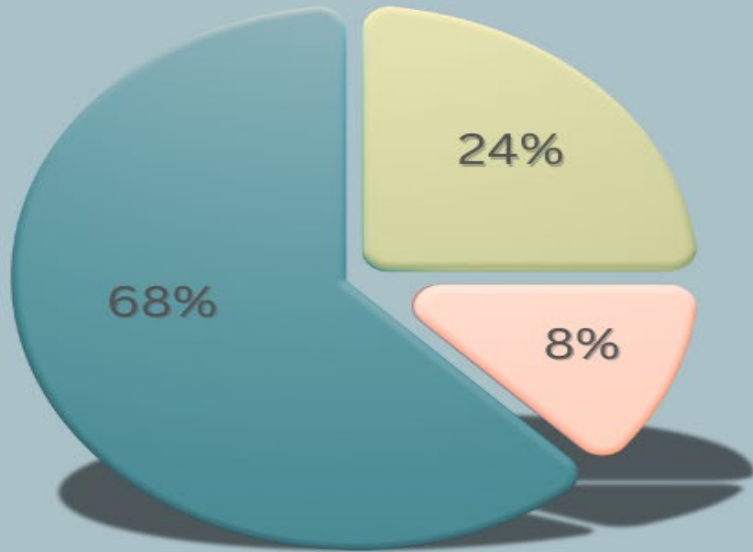


STATISTICS

- West Sacramento is home to 2,200 businesses
- 1,731 out of 2,200 are small businesses
- In home businesses are not eligible for this program

PIE CHART ANALYSIS

OUT OF 1,731 SMALL BUSINESSES



0-5 Employees

68% of small businesses in West Sacramento have 0-5 employees.



6-10 Employees

24% of small businesses in West Sacramento have 6-10 employees.



11-15 Employees

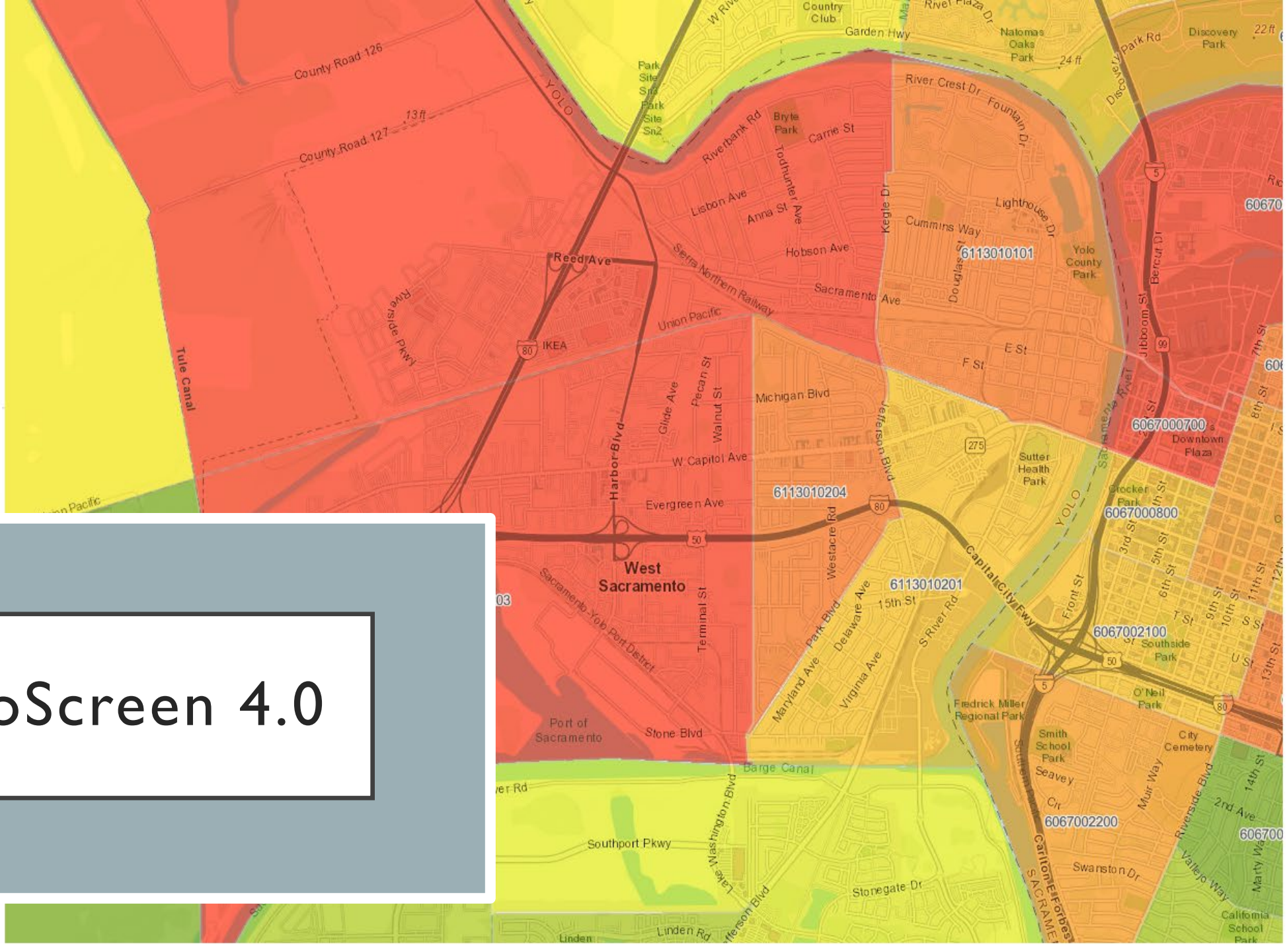
8% of small businesses in West Sacramento have 11-15 employees.



CalEnviroScreen 4.0 Results



“disadvantaged areas” > 60



CalEnviroScreen 4.0

GRANT PROGRAMS (Phase I)

Q1 2025



FOOD AND
BEVERAGE
FACILITY
ENHANCEMENT
PROGRAM



SMALL BUSINESS
PERMIT FEE
ASSISTANCE
PROGRAM



SMALL BUSINESS
VANDALISM RELIEF
PROGRAM



STRATEGIC
TOURISM
MARKETING
PROGRAM



GRANT PROGRAMS (Phase II)

Q3 2025



SMALL BUSINESS FAÇADE
IMPROVEMENT PROGRAM



SMALL BUSINESS TENANT
IMPROVEMENT PROGRAM



GRANT PROGRAMS (Phase III)

Q4 2025



**SMALL BUSINESS MICRO-GRANT
PROGRAM**



SMALL BUSINESS FAÇADE IMPROVEMENT PROGRAM

Program Overview

Up to \$50,000 to the commercial property owner or business owner for eligible expenses associated with renovation or installation of exterior improvements.

*home based businesses are not eligible, unless moving into a brick-and-mortar

How to qualify

- ✓ Small Business (less than 15 full time or equivalent employees)
- ✓ < \$3M in annual revenue
- ✓ Located in a disadvantaged geographic area OR Minority owned/ majority women owned

Eligible expenses:

Exterior painting including murals

Installation of new facade elements including signs, awnings, canopies, lighting, windows, entrance doors, stucco, siding, tile, or stone accents

Removal of boarded windows, security bars, dilapidated signs, awnings, and other exterior clutter

Restoration of original architectural features

Landscaping with irrigation

Decorative Fencing

Decorative Awnings

SMALL BUSINESS TENANT IMPROVEMENT PROGRAM

Program Overview

Up to \$75,000 to the commercial property owner or business owner for eligible expenses associated with the construction or renovation of a commercial space.

*home based businesses are not eligible, unless moving into a brick-and-mortar

How to qualify

- ✓ Small Business (less than 15 full time or equivalent employees)
- ✓ < \$3M in annual revenue
- ✓ Located in a disadvantaged geographic area OR Minority owned/ majority women owned

Eligible expenses:

Structural walls/ demolition and shell reconstruction

Grease trap installation

Electrical systems, including exterior and interior lighting

Interior design/ paint/ décor

HVAC system/ hood and fire suppression/plumbing/ electrical work

Parking lot improvements/off sites to support necessary upgrades

Flooring/doors/ windows

SMALL BUSINESS MICRO-GRANT PROGRAM

Program Overview

Up to \$20,000 for operating capital to assist with small businesses transitioning to brick-and-mortar or looking to expand into a larger commercial space

*home based businesses are not eligible, unless moving into a brick-and-mortar

How to qualify

- ✓ Any Small Business (less than 15 full time or equivalent employees)
- ✓ < \$3M in annual revenue
- ✓ Grant funds need to generate at least 1 new fulltime job
- ✓ Business must remain or headquartered in West Sacramento for 5 years following distribution of funds

Eligible expenses:

Operating capital

Payroll

Insurance

Lease/mortgage payments

Inventory

Marketing

Accounting

Supplies



PREVAILING WAGE CONSIDERATIONS

Prevailing Wage


All workers employed on public works projects must be paid the prevailing wage determined by the Director of the Department of Industrial Relations, according to the type of work and location of the project. The prevailing wage rates are usually based on rates specified in collective bargaining agreements.

How does this affect my project?

Ensure contraction is registered with DIR (Department of Industrial Relations)

Consult with contractor on their ability to comply with all requirements of a prevailing wage project.

Overall project cost will be might higher due to prevailing wage rates and requirements



APPLICATION PROCESS



Download and complete application (application opens August 18th)



Submit application to Meaghans@cityofwestsacramento.org



Receive a grant award/ denial letter and sign COWS grant agreement



Submit contractor quotes etc and receive up front grant funds



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QUESTIONS??



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Feedback

Positive/ constructive feedback about existing programs?

Does anything about the current process put up any barriers to businesses ability to apply?

General business questions and feedback?

