



## COMMERCIAL MARKETING & PROMOTION PROGRAM APPLICATION FORM

CITY OF CITRUS HEIGHTS ♦ PLANNING DIVISION  
www.citrusheights.net  
6237 FOUNTAIN SQUARE DR. ♦ CITRUS HEIGHTS, CA 95621 ♦ (916) 727-4740

This application is to be submitted for the City of Citrus Heights *Commercial Marketing & Promotion Program*. Please review the *Commercial Marketing & Promotion Program Policies and Procedures* to ensure your business meets the criteria to apply for funding assistance. Please answer all questions fully, as a complete application is required for funding consideration. *A \$50 application fee is required at the time of application submittal.*

### Section 1 – Applicant Information

A. Name of Applicant Business: \_\_\_\_\_

B. Business Physical Address: \_\_\_\_\_

C. Business Mailing Address (*if different than physical address*): \_\_\_\_\_

D. Primary Contact Person's Name and Title: \_\_\_\_\_

E. Phone Number: \_\_\_\_\_

F. Fax Number: \_\_\_\_\_

G. E-mail Address: \_\_\_\_\_

H. Website Address: \_\_\_\_\_

I. Tax ID / FEIN / SSN: \_\_\_\_\_

J. City Business License Number: \_\_\_\_\_

### Section 2 – Business Description

A. Type of Product or Service Sold (*give a brief description*): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. Years in Business: \_\_\_\_\_

C. Years at Current Location: \_\_\_\_\_

D. What are the terms of your current lease or loan?: \_\_\_\_\_

E. Is your business independent, or is it part of a franchise? \_\_\_\_\_

F. How many employees do you currently have: Full Time? \_\_\_\_\_

Part Time? \_\_\_\_\_

G. Are you a member of any local business organizations? If so, please list them. \_\_\_\_\_  
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**Section 3 – Grant Request**

Please briefly describe any marketing efforts you have used over the past year, or that you are currently using. This may include such items as print advertising, postcards, flyers, magazine ads, etc.

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Approximately how much money do you spend per month and/or per year on marketing and advertising?

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Please write a detailed explanation of why you feel your business would benefit from funding through the *Commercial Marketing & Promotion Program*. Be as specific as possible.

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Please write a brief explanation of how the *Commercial Marketing & Promotion Program* funds will assist your business in ways you could not otherwise achieve on your own.

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Please identify the individual(s) by name who would be available to participate in the *Commercial Marketing & Promotion Program* activities, should your funding request be approved. These activities may include, but are not limited to in-person meetings, collaboration with the city's selected marketing consultant, participation in a business analysis, and direct involvement in implementation of a customized marketing plan. Also, indicate the approximate number of hours per week the individual(s) would be available for participation in the aforementioned activities.

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**Section 4 – Signature and Authorization**

I/We certify all information provided herein is correct and true to the best of my/our knowledge. Further, I/We agree to provide additional information about my/our business daily operations, financial data, product and/or service offering, should it be requested by city staff or the city’s selected marketing consultant. By submitting this application, I/We understand that the *Commercial Marketing & Promotion Program* will require participation in various marketing, advertising, and business development activities. I/We have read the *Commercial Marketing & Promotion Program Policies and Procedures* document, and believe we meet all the criteria to qualify for funding under this program.

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Primary Business Owner Printed Name	Signature	Date
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Business Co-Owner ( <i>if applicable</i> ) Printed Name	Signature	Date
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Please feel free to discuss your application with a member of the Community and Economic Development Department at (916) 727-4740 or visit the office located in the Fountain Square City Hall Complex located at 6237 Fountain Square Drive, Citrus Heights, CA 95621. Applications are required to be submitted in person at City Hall.

[www.citrusheights.net](http://www.citrusheights.net)