

Old Town Pride of Place Grant Program – Application Workshop

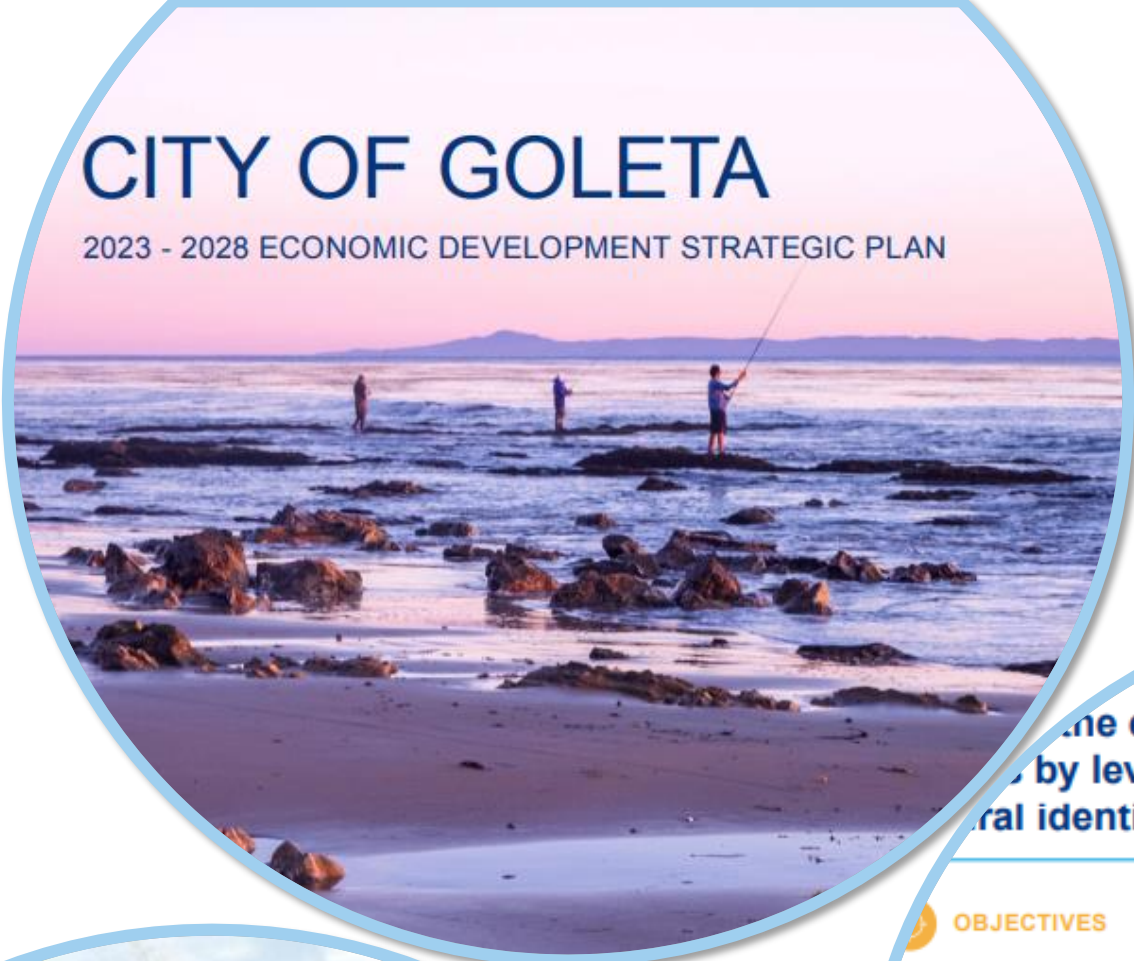
Shannon Kirn
Assistant to the City Manager
February 18, 2025



2023-2028 Economic Development Strategic Plan



“Enhance the experience of Goleta for both residents and visitors by leveraging Old Town’s unique historical and cultural identity and investing in district placemaking”



...the experience of Goleta for both residents and visitors by leveraging Old Town’s unique historical and cultural identity and investing in district placemaking

OBJECTIVES

- Annual increase in service and retail sales in Old Town
- 5-year increase in the number of visitors to Old Town as measured by cell phone location data
- Increased positive neighborhood perception of businesses in Old Town as measured by business survey

STRATEGIES

Identify incentives to encourage property owners and businesses to activate underutilized properties in Old Town. Empty commercial real estate—often referred to as “missing teeth” in an urban context—depresses the attractiveness of a neighborhood for visitors and residents alike. Addressing this trend will help a neighborhood achieve critical mass and build momentum as a thriving district. This strategy seeks to foster a vibrant neighborhood by encouraging the use of properties on the supply side (property owners) and on the demand side (visitors).

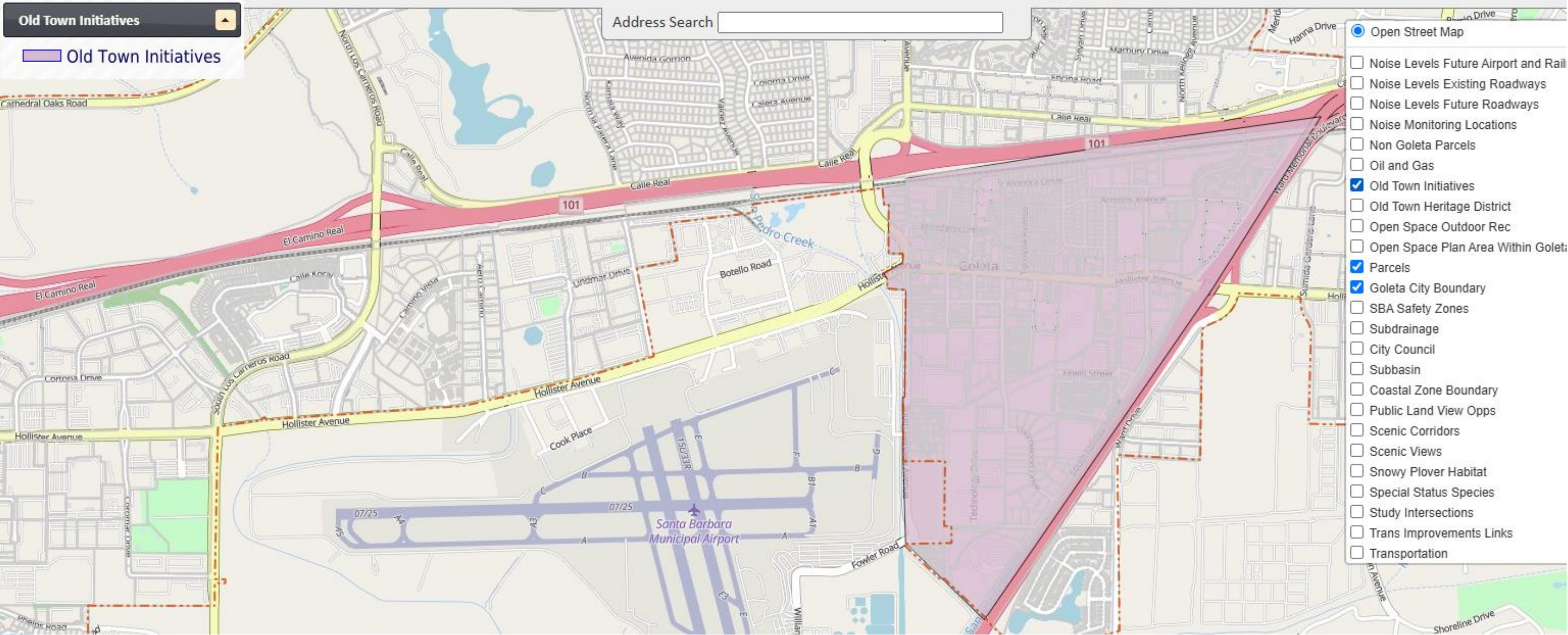
Activate the implementation of visions and plans. There have been many planning efforts that have envisioned the future of Old Town, such as the potential for a downtown center, and more tactical improvements like streetscaping and road striping to enhance the district and surrounding neighborhood. This strategy seeks to put energy behind existing plans and initiatives, recognizing that the goal is to “reinvent the wheel.” Implementation of these plans will also seek a formal decision on the Complete Streets Corridor Plan (Part of the Santa Barbara South Coast Complete Streets Project) within the next five years.

Potential partners: City of Goleta, District Property Owners, Property Owners

Background



Old Town Triangle



POP Grant Program Overview

Total \$ available: \$120,000

- No minimum or maximum to amount of funding request
- Estimated Average award range: \$3,000-\$10,000

Goal: Promote the businesses in Old Town by enhancing the sense of place and attracting more customers to Old Town businesses

- Examples: advertising, marketing, beautification, plants, events, specials, promotions, signage, seating, customer parking, permits, insurance, etc.

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Old Town Pride of Place Grant

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Programa de Subvenciones Orgullo de Lugar De Old Town



La aplicación en español está disponible a continuación, después de la sección en inglés.

APPLICATIONS FOR OLD TOWN PRIDE OF PLACE (POP) GRANT OPEN

Apply by March 3, 2025. Submit your online application [HERE](#) or access the printable application [HERE](#).

The City of Goleta has \$120,000 in grant funds available to Old Town businesses. Submit your application to be eligible to receive funding to implement your project or idea for Old Town.

Submission deadline is Monday, March 3, 2025. [Electronic](#) and paper applications will be accepted for the Old Town POP Grant program. Paper applications are available at City Hall to pick up or you can print the application [here](#).

The City will be hosting an in-person application workshop on **Tuesday, February 18, 2025** from 10:00-11:00 A.M. at the Goleta Community Center. All applicants interested in applying for the POP Grant can attend this workshop to learn about the application process.

Please drop off paper copies of completed applications to the front desk at City Hall located at 130 Cremona Dr., Goleta CA, 93117 or email a copy to Shannon Kirn at skirn@cityofgoleta.org.

Application Requirements

Must be a business or nonprofit in Old Town

- Goleta Business License #

Provide thorough description of program, activity, event or other services being proposed addressing the following criteria:

- Alignment with program goals
- Community impact
- Innovation and creativity
- Financial feasibility
- Community or customer engagement
- Collaboration between businesses

Breakdown of how funds will be used



The screenshot shows the top portion of a grant application form. At the top right is the City of Goleta logo with the tagline 'live-work-play'. Below the logo is the title 'Old Town POP Grant Application' and its Spanish equivalent 'Program de Subvenciones POP (Orgullo de Lugar) de Old Town'. A row of colorful illustrations of various buildings follows. Below the illustrations is a section titled '* 1. Business Contact Information' with the Spanish subtitle 'Información de contacto'. This section contains three input fields: 'Business Name' (Nombre de Negocio), 'Owner Name' (Nombre del propietario), and 'Email' (Correo electrónico).

Review Criteria

Alignment
with program
goals

Positive
community
impact

Creativity and
innovation

Feasibility

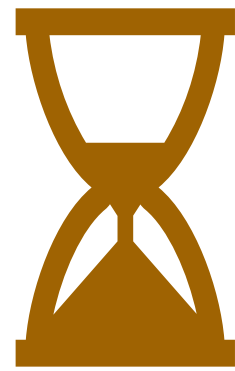
Community
engagement

Business
collaboration

Pride of Place (POP) Grant Timeline

Timeline/Date	Activity/Action Item
January 21, 2025	Initiation of POP Grant Program
February 3, 2025	Released Notice of Funding Availability
January 31 – February 28, 2025	Application Period Open – Outreach to Old Businesses
March 3, 2025	Applications Due
March 2025	Application Period Review – Economic Development & Revitalization Committee Meeting(s) for funding recommendations
April 2025	City Council approval of grant award recommendations
April – May 2025	Finalize Grant Agreements and disburse funding

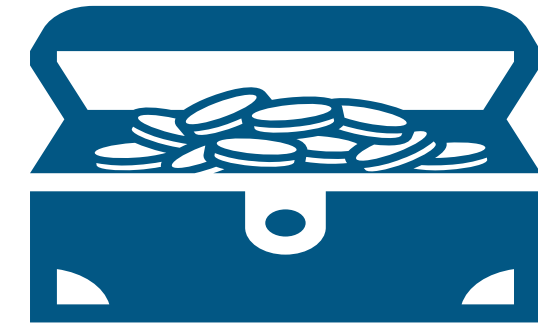
Things to Remember!



Deadline: MARCH 3rd



Businesses can apply individually, but they are encouraged to collaborate

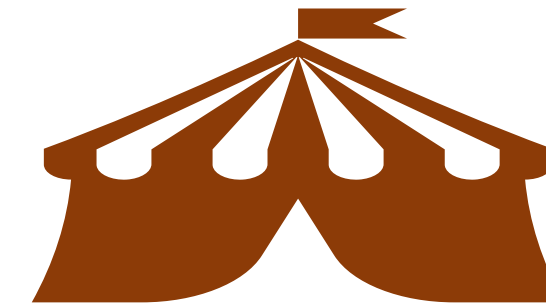


Only \$120,000 total for the whole program

- Funds will be split between all the selected applicants



If selected applicant will need to sign [Grant Agreement](#) & Provide W9



Are you wanting to do an event/gathering on public property?

- Check out the [Special Event Permit Guide](#)

Questions?