

Old Town POP Grant FAQ

1. Can an application be partially funded?

- a. Yes. During the review process, the Economic Development & Revitalization Committee will review all the grant application based on the criteria and has the discretion to recommend the funding amount for each application to the full city council, regardless of the grant application funding request.

2. Can one business submit multiple ideas or multiple applications?

- a. Yes. It is recommended to only submit one application with all ideas/funding asks, but there are no restrictions on the number of applications a business can submit.

3. Will this grant program happen each year?

- a. The POP Grant Program is a pilot program and is the first time the City is doing something like this. Any future POP grant programs will depend on City Council direction and available budget.

4. Is a Goleta Business License required?

- a. Yes. Please visit the business license webpage for more information here: <https://www.cityofgoleta.org/your-city/finance/business-license-program>

5. Are all businesses within the City of Goleta able to apply for the grant?

- a. No. Only businesses within the designated “Old Town initiatives” triangle are able to apply. See screen shot below or visit the Goleta mapping to view map layers here: <https://goleta.onlinegovt.com/mapping/results>

