

Hercules Business Attraction Grant 2.0 – Tiered Incentive Program

A. Eating & Drinking Establishment Grant Program Eligibility

- The vacant space must be less than 5,000 square feet
- The business is a brick-and-mortar, for-profit, sales tax-generating businesses in one of the following categories:
 - Restaurant
 - Café (if the café comprises a majority of the space/operation, or if the café is the primary use and not incidental to another use)
 - Wine bar
 - Brewery or taproom
 - Craft distillery
- The business must lease/rent their commercial property directly from a landlord.
- The business is either independently owned/operated or a locally owned franchisee (i.e., local outlets of chains or franchises that are headquartered outside of the nine-county Bay Area and/or have more than six locations are not eligible)
- The business must provide a matching move-in expenditure equal to or greater than the grant amount.
- The maximum grant amount is \$20,000 for spaces less than 1,500 square feet and \$30,000 for spaces between 1,500 and 5,000 square feet.
- A maximum of \$50,000 is available for new grants in this category

B. General Business Attraction Grant Program Eligibility

- The vacant space must be 5,000 square feet or larger
- The business is a brick-and-mortar, for-profit, sales tax-generating businesses in one of the following categories:
 - Beer/Wine/Liquor Stores
 - Books/Periodicals/Music Stores
 - Clothing/Shoe Stores
 - Department Stores
 - Drugstore/Health/Personal Care
 - Electronics/Appliances
 - General Merchandise
 - Grocery Stores
 - Hobby/Games/Toys
 - Jewelry/Luggage/Leather Goods
 - Kitchenware/Furniture/Home Furnishings
 - Musical Instruments
 - Pets/Pet Food/Pet Supplies

- Specialty Food Stores
 - Sporting Goods
- Businesses that sell used merchandise and/or accept donations on-site are not eligible
- The business must have a lease in place with a primary term of at least five (5) years, excluding options
- The business may be independently or corporate owned/operated or a franchisee, with no limitations on corporate or franchise ownership
- The business must provide a matching move-in expenditure equal to or greater than the grant amount.
- The maximum grant amount is \$50,000 for spaces between 5,000 and 15,000 square feet and \$100,000 for spaces over 15,000 square feet
- A maximum of \$150,000 is available for new grants in this category

Submittal Requirements (Both Programs)

- Signed Lease or Letter of Intent (LOI) for a vacant (as of the grant application date) tenant space in Hercules.
- Verification that all required Planning approvals for the business have been granted and applicable appeal periods have expired.
- Pro-forma detailing all construction and move-in expenses required to open the business.
- Grant amount requested and verification by the pro-forma that the grant amount will not exceed 50% of all construction and move-in expenses.
- Complete and signed online application which will include:
 - Verification that the business is within one of the eligible categories.
 - For Eating & Drinking Establishments, verification that the business is either independently owned/operated or a locally owned chain (as required under eligibility requirements)

Use of Funds

- Tenant improvements (construction costs)
- Signage
- City, County or Utility permitting and connection fees
- Mechanical, Appliance and Equipment Costs
- Furniture and Furnishings
- Computer and Software Costs

Grant payments (up to the amount requested and awarded) will be upon submittal of receipts and/or invoices to HdL every 30 days, with a minimum payment of \$5,000 per payment request. Business shall obtain a City Business license and have a Certificate of Occupancy prior to final reimbursement payment.