



## Small Business Navigator Program Guidelines

### I. PROGRAM OVERVIEW

The Dublin Small Business Navigator Program (“Program”) offers small business owners access to technical resources and support from qualified service providers in various areas, including but not limited to business planning, marketing, architecture, technology consulting, graphic design, and financial guidance, and more.

The Program provides eligible business owners with technical assistance for up to three projects or a maximum of \$7,500, whichever is reached first. The overarching objective is to equip business owners with resources to address specific needs and ensure long-term sustainability in a strategic and individualized manner.

### II. PROGRAM COMPONENTS

#### A. Technical Assistance

The Program provides small business owners with access to free technical resources and support via qualified service providers in all areas of business needs including but not limited to:

- a. Business Planning & Development
- b. Marketing & Advertising
- c. Architecture & Space Design
- d. Technology Consulting
- e. Graphic Design
- g. Financial Guidance

This Program provides project-based assistance with a specific scope and timeframe. It is not intended to provide ongoing support such as paying for Google Ads or maintaining a website or equipment such as computer cables, cash registers, etc.

#### B. Parameters

Requests will be reviewed on a first-come, first-served basis and will be accepted continuously until Program funding is exhausted. The Program will be available to eligible businesses based on consultant capacity, with priority given to specific businesses as outlined in the "priority criteria" section.

There is a maximum limit of three uses, with a total cap of \$7,500 across all projects. The City may consider granting additional uses per business matter on a case-by-case basis.

#### C. Priority Criteria

Program requests are typically accepted on a first-come basis. However, businesses may be granted priority access to Program consultants if they meet any of the following conditions.

- a. Demonstrated hardship
- b. First-time user of the Program
- c. Microbusiness (has 25 or fewer employees)

### **III. ELIGIBILITY**

#### **A. Eligible Applicants**

The Program will accept requests on a first-come, first-served basis while funds are available. The Program is open to brick-and-mortar businesses and home occupation businesses that are actively looking to transition to a brick-and-mortar location, provided they meet the following criteria:

##### **Small Businesses**

- Must be physically located in the City of Dublin
- Must possess an active City of Dublin Business License
- Must be in good standing with the City
- Must not be a corporately owned chain/franchise store
- Must have less than 50 full-time employees

##### **Home Occupation Businesses**

- Must be a home occupation business operating in Dublin
- Must possess an active City of Dublin Business License
- Must be in good standing with the City
- Must not be a corporately owned chain/franchise store
- Must have less than 50 full-time employees
- Must be requesting assistance related to transitioning from a home occupation to a physical location in Dublin

#### **B. Eligible Types of Projects**

All projects must be one-time endeavors with a specific scope and time frame as outlined in an approved task order. Eligible projects include, but are not limited to:

- Business plan development or update
- Financial or market analysis
- Logo creation
- Marketing material design
- Website development
- Site plan creation

Additional projects that align with the Program's objectives will be considered and reviewed on a case-by-case basis by the City Manager or their designee.

The Program does not provide funds for ongoing projects or the purchase of hardware or other types of equipment.

### **IV. Program Process Steps**

#### **A. General Process**

1. The business owner submits a request for assistance.
2. Economic Development Staff review the submission for completeness and eligibility.
3. A meeting is scheduled between the business owner and Staff to discuss needs and program guidelines, and to determine project eligibility.
4. If the business is deemed eligible, Staff will match the business owner with a consultant and send a referral to the consultant.
5. The consultant follows up with the business owner.

6. The consultant and business owner collaborate to address the business need specified in the original request within their specified number of sessions.
7. Staff works with the consultant to develop and execute a task order that outlines the project scope, not-to-exceed amount, timeline, etc.
8. Technical assistance commences upon execution of the task order.
9. The consultant and business owner work on the project outlined in the task order.
10. Technical assistance concludes upon project completion or the expiration date of the task order, whichever comes first.
11. Evaluations and reports are provided upon request.
12. Invoices are processed.

## **V. FUNDING**

Funding for this Program is appropriated by the Dublin City Council as part of its budget process. There is no guarantee of the amount of funds that will be appropriated each year. Funds for the Program are available on a first-come, first-served basis. If funds are exhausted at the time of application submittal, Staff will retain the application. If additional funds become available, Staff will contact applicants in the order applications were received.

The City of Dublin reserves the right to cancel or modify this Program at any time prior to project approval, without notice. Continuation of the Program is subject to sufficient funding as appropriated by the Dublin City Council.

## **VI. REQUIREMENTS OF BUSINESSES**

### **A. Program Terms and Conditions**

Upon submitting an application for assistance, businesses agree to the following:

- I possess an active City of Dublin business license for this business.
- My business is in good standing with the City of Dublin and I do not have any open code enforcement, building or fire cases related to the business.
- I acknowledge that some of the information submitted through this application is a public record and may be subject to disclosure under the California Public Records Act.
- I understand that the City of Dublin may determine in its sole discretion whether information submitted through this application is subject to disclosure under the California Public Records Act or through another legal process.
- I agree to be responsive to Staff and the assigned consultant and acknowledge that the City may, at its discretion, withdraw my application if I am not timely in my responses.
- I understand that I am opting to participate in this Program on my own accord and assume all risks associated.
- I acknowledge that the City is not liable for the outcomes of the third-party arrangement and outcomes.
- I hereby certify that all of the information submitted in this application is true and correct and is subject to audit by the City of Dublin.

### **B. Applicants are required to adhere to the following steps:**

- Identify the need for technical assistance.
- Complete the assistance request form accurately.
- Agree to the Program's terms and conditions.
- Provide required documents, information, and permissions to the consultant.
- Participate in a discovery meeting with Staff.
- Demonstrate responsiveness to the assigned consultant.

- Fulfill requests made by the consultant promptly.
- Complete a post-consultation survey as part of the process.

Staff reserves the right to cancel or modify task orders as deemed necessary, or if businesses do not meet Program requirements.

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I, \_\_\_\_\_ have read and received a copy of these guidelines.  
Printed Name

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Printed Name

Signature

Date