



SMALL BUSINESS RETENTION PROGRAM

Small Business Retention Program Guide

Introduction

The Bee Cave Development Corporation (BCDC) supports the City of Bee Cave's economic priorities by encouraging commercial activity, strengthening the local tax base, promoting economic well-being, and expanding economic opportunities for residents of the City of Bee Cave. A core component of this mission and the BCDC Strategic plan is fostering a strong and resilient local business ecosystem.

BCDC recognizes that existing businesses are essential drivers of economic stability, job retention, economic expansion, and community investment. As a result, business retention is a strategic priority for the BCDC. By supporting businesses already operating in the City of Bee Cave, BCDC seeks to help them maintain operations, pursue growth opportunities, and expand their business in ways that contribute to long-term economic vitality.

Purpose

In alignment with its business retention priorities, BCDC established the Small Business Retention Program to support existing businesses operating within City of Bee Cave. The fund provides reimbursement-based grant assistance to help businesses in their operations through:

- Employee training and certifications
- Equipment or software purchases
- Advertising Campaigns

The purpose of the fund is to strengthen business stability, support growth, encourage the expansion of existing businesses, and enable businesses to remain competitive, sustainable, and economically impactful over the long term.

Process Overview:

Funding

The Small Business Retention Program is a reimbursement-based grant program. Applicants must submit quotes for eligible projects and receive Board approval before beginning work. Once approved, applicants complete the project, pay for expenses, and submit receipts for reimbursement. The program provides up to \$5,000 per business for eligible projects, with marketing-related projects limited to \$3,000. Businesses

may submit only one application per calendar year. Funding is awarded on a first-come, first-served basis subject to Board approval and program priorities. The grant award amount is subject to BCDC Board approval and may be less than the amount requested. Reimbursement will not exceed the approved amount, even if final project costs exceed initial estimates.

Fiscal Year: The BCDC year is October 1 through September 30th with \$20,000 budgeted for the Small Business Retention Program. This amount is subjected to program priorities and budget renewal.

Eligibility Requirements

Applicants must meet the following criteria to be eligible for the Small Business Retention Fund:

- Businesses must be located and operated within the city limits of Bee Cave and must have been in operation for one year. Proof of location must be provided, such as a screenshot or documentation attached to the application.
- Applicants must be commercial property owners or commercial tenants within the city limits.
- Applicants must demonstrate the economic impact, with supporting documentation, that the proposed project will promote new or expanded business in the City of Bee Cave.

Eligible Project Types:

Eligible projects are designed to support business expansion through growth, operational improvement, and community enhancement. Categories include:

1. Workforce & Training
 - Reimbursement for costs associated with skill training or certification for new or existing employees.
2. Equipment & Software
 - Reimbursement for the purchase of software or equipment that drives business growth.
3. Advertising Campaigns
 - Reimbursement for advertising campaign expenses aimed at increasing business visibility.
 - Advertising campaigns must include a City of Bee Cave-specific tagline, such as “Located in City of Bee Cave” or “City of Bee Cave Business.” Applicants will be required to specify how the tagline will be used.
 - Applicants must submit a visual mock-up of the proposed advertising campaign and a detailed distribution plan. The mock-up must clearly show the placement and usage of the required City of Bee Cave tagline to ensure appropriate and compliant use.

Application & Post-Approval Process:

Submission

Applicants must submit a completed Application Form (attached at the end of this document) with all required documentation to cjimenez@beecavetexas.gov. Applications are accepted on a rolling basis and reviewed in the order received. Staff will contact applicants within 10 business days to confirm that all required materials are included and to provide the scheduled date and time for the Board meeting where the project will be considered.

Board Presentation

Applicants are required to attend the Board meeting and present their project. The BCDC Board has discretion to approve, partially approve, or deny funding. Partial approval refers to the funding amount only and does not authorize applicants to proceed with additional project costs beyond the approved amount. Failure to attend a scheduled Board meeting without prior notice may result in denial of the application.

Performance Agreement & Project Completion

Once approved, applicants must enter into a Performance Agreement with BCDC confirming that grant funds will be used as represented in the approved application. Use of funds for unapproved expenses or failure to comply with program requirements may result in full repayment of grant funds. The Board reserves the right to determine repayment amounts in the event of noncompliance.

Applicants have up to six months from the date of approval to complete the project and submit paid receipts to BCDC for reimbursement.

Disbursement of Funds

Once all required receipts and supporting documentation have been submitted and verified by BCDC, reimbursement funds will be disbursed within 60 days. Reimbursement will not exceed the approved amount, even if final project costs exceed initial estimates.

Post-Project Requirements

After reimbursement, applicants' business must remain open and operational in the City of Bee Cave for at least one year following the completion of the project and submit a brief outcomes report within 90 days of receiving the grant funds demonstrating project impact, as determined in the Performance Agreement, for example::

- Increased revenue or sales
- Jobs retained or created
- Increased foot traffic

Failure to submit the report may result in partial or full repayment of grant funds. Applicants must also allow BCDC to use their business name, logo, or other promotional materials for program promotion and will be required to complete a follow-up survey to track longer-term outcomes. A quick guide is attached at the end of this document.

Please contact cjimenez@beecavetexas.gov if you have any questions.