



SECURITY CAMERA GRANT PROGRAM GUIDELINES

Thank you for considering participation in the City of Santa Cruz Security Camera Grant Program. A storefront beautification project typically takes three (3) to six (6) months from start to finish.

BACKGROUND

In an effort to improve public safety and security in the City's business corridors, the City of Santa Cruz Economic Development Office will prioritize grants to business and property owners within commercial areas of Santa Cruz to install security cameras and other surveillance-related equipment and services. This program will also improve law enforcement's abilities to investigate, arrest and prosecute crimes. The City will accept applications for security camera improvement projects on a rolling basis.

The Security Camera Program reimburses owners of commercial buildings or businesses up to 50% of the total costs of eligible improvements, with a maximum reimbursement of \$1,500 for a single commercial property. Previous projects implemented within one-year of the application may be considered for reimbursement.

GRANT SUBMISSION DATES

Rolling

SYNOPSIS

The Security Camera Grant Program provides grants to businesses or property owners to enhance the public safety and security of the business and public space surrounding it.

Eligible projects include the following:

- Cameras capable of capturing or recording color images during sufficient lighting and recording black and white images during hours of low light.
- Cameras tailored to each eligible property, taking into consideration the distance of the target image; the "lux rating" or compatibility with the amount of light available to include excessive amounts of sunlight; and the view of the camera in relation to the area of desired coverage.



REQUIREMENTS

- Cameras must have a clear and unobstructed view of the outside areas of desired coverage.
- The surveillance system must be installed outside of the building providing security for the business and public space.
- The system shall provide video surveillance coverage of all common areas where alcoholic beverages are consumed (if applicable), as well as exterior of the premises, including parking lot and entry/exit areas.
- The system must maintain at least twenty-eight (28) days of recorded video storage, which must be made available to law enforcement when requested.
- Grantee must pass a walk-through inspection of the site by a city official prior to project approval and adhere to the requirements above.

AWARD

Participating owners of commercial buildings and businesses will receive a reimbursement grant for half (50%) of the total project cost, with the award not to exceed **\$1,500** for a single commercial property.

New installations preferred, but past installations may be considered if the project was completed **within one year** of the application date. Records showing that the project was completed within the one-year window of time leading up to the date of application (i.e. proof of payment, photos with timestamps, etc.) must be provided.

ELIGIBILITY REQUIREMENTS

- Commercial businesses in the City of Santa Cruz
- Applicant must be in good standing on all City of Santa Cruz permits, licenses, accounts, etc.
- Applicant must not have pending code enforcement violations OR be able to demonstrate plans to fix them before project begins.
- Applicant must pay all invoices to third party contractors and provide proof of payment to the Economic Development Department in order to receive reimbursement funds.
- A larger improvement project valued at \$15,000 or above, planned or underway at the same parcel, may impact eligibility of applicant.



- Business owner must have an active lease (at least 3 years remaining, less will be reviewed).
- Project must be approved by property owner (if tenant applying).

APPLICATION PROCESS

1. Submit an application and supporting documents (see below) to the Santa Cruz Economic Development Department through <http://www.choosesantacruz.com/resources/storefront-beautification-grants>.
2. New Projects
 - a. Photo of the security camera units to be purchased and of the building clearly showing where security camera(s) will be located.
 - b. Estimate from a licensed contractor for purchase/installation.
 - c. Details about the camera specifications.
 - d. Itemized budget listing items to be completed for reimbursement.
 - e. City official walk-through review/approval of camera specifications in accordance with police department requirements.
 - f. Signature of building owner granting permission for proposed work (if tenant is applying).
 - g. Copy of lease to show the lease is active (at least 3 years remaining preferred, but less may be considered).
 - h. W9 form.
3. Existing projects within one year of application:
 - a. Photo of building clearly showing where security camera(s) were installed.
 - b. Photos of visual areas captured by each camera for reimbursement.
 - c. Itemized budget listing items completed for reimbursement.
 - d. Proofs of payment for the requested reimbursement. Two (2) proofs per each payment preferred for reimbursement (i.e. invoice marked "PAID" or receipt, plus bank/credit card statement or copy of check).
 - e. City official walk-through review/approval of camera specifications in accordance with police department requirements.
 - f. Copy of lease to show the lease is active (at least 3 years remaining preferred, but less may be considered).
 - g. W9 form.



4. Completed applications preferably submitted online.
5. If your project is approved, an award package will be sent to you, specifying the amount of reimbursement. Once approved, the applicant may proceed with the purchase/installation or reimbursement of an existing project.
6. When project is complete, submit copies of invoices and proofs of payment by email to your project manager. A reimbursement check will be mailed out between 2-4 weeks.

Comments or Questions?

Contact our team with this form: https://bit.ly/beautification_questions

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