



City Council Staff Report

Subject: Build Up Rocklin Program - Agreement with Growth Factory and Budget Amendment

Date: August 12, 2025

Submitted By: Andrew Keys, Assistant City Manager

Department: City Manager's Office

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Approving a Professional Services Agreement for the Continuation of the Build Up Rocklin Program, Establishing a Grant Program in Support of Participating Businesses, and Approving a Budget Amendment.

Background:

The Build Up Rocklin program was established with a total of \$300,000 in funding from the American Rescue Plan Act (ARPA) to support local business recovery and long-term resilience in the wake of the COVID-19 pandemic. This funding was divided between two phases of the program, both administered through a partnership with the Growth Factory.

The first phase was approved by the City Council on June 28, 2022, launching a pilot business support cohort designed to help Rocklin-based businesses overcome growth challenges and improve operational stability. Following the positive feedback and strong results from participating businesses, a second cohort was assembled in 2024 using the remaining funds.

Across both program phases a total of 20 Rocklin businesses were selected to participate. Each received targeted training through the cohort model and was awarded a \$5,000 grant to support the implementation of their growth strategies.

Following the success of the previous rounds and continued positive feedback from participating companies, staff recommends extending this initiative to further support the City's economic development goals and business community through a new Build Up Rocklin Program.

The Program, developed by staff and the Growth Factory, is an economic development initiative designed to engage, empower, and accelerate established Rocklin-based companies. Specifically, it supports businesses that:

- Are located in Rocklin;
- Employ at least five (5) full-time staff; and
- Generate at least \$500,000 in annual revenue.

Through this approach the City will be investing its limited economic development funds in the small businesses that are currently operating in the space that historically generates the most economic growth. It also supports the Strategic Plan's Vibrant Pillar objective by supporting efforts to retain and expand local businesses as well as the foundational pillar to enhance business retention efforts.

As identified in the Scope of Work (Exhibit A to Attachment 2), the Consultant will design and execute a structured business acceleration program to help established Rocklin-based businesses overcome growth hurdles through a mix of coordinated peer learning, targeted coaching, and access to strategic resources – including grant capital. The program will be tailored to CEOs and founders leading Rocklin-based companies who are poised to level up operations and growth execution while retaining their presence in Rocklin. The Program will leverage proven frameworks, peer accountability, and local grants to unlock real outcomes for committed founders.

The cost to implement and administer the Build Up Rocklin Program is \$125,000 over a two year period. In addition, a grant program totaling up to \$125,000 will be established to support growth initiatives proposed by participating businesses. Each selected business may apply for and receive up to \$25,000 in grant funding, subject to City Manager review and approval. Grant awards will be tied to clearly defined growth objectives and outcomes as part of the overall program structure. Participants are not guaranteed to receive funding at the completion of the program.

Continuing the Build Up Rocklin program represents a strategic investment in Rocklin's economic future. It builds upon proven success, supports local job creation, and reinforces the City's role as a proactive partner in business growth.

Staff recommends approval of the agreement with Growth Factory to continue this impactful program.

Fiscal Impact:

Under this agreement, the City will pay \$125,000 to Growth Factory for the administration, delivery, and oversight of the Build Up Rocklin program over a two-year period. Up to an additional \$125,000 will also be provided for the grant program. Funds for both the program administration and grant allocation will be drawn from the City's Economic Development Fund (122).

ATTACHMENTS:

1. [Resolution](#)
2. [Resolution Attachment - Agreement](#)