



City Council Staff Report

Subject: Agreement with Growth Factory for Continuation of Build Up Rocklin Program - Amendment No. 1

Date: March 24, 2026

Submitted By: Haley Reid, Management Analyst
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Department: City Manager's Office

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Authorizing Amendment No. 1 to the Professional Services Agreement with Growth Factory for the Build Up Rocklin Program.

Background:

On August 12, 2025, the City Council approved an agreement with Growth Factory to lead an economic development program designed to engage, empower, and accelerate established Rocklin-based companies. Specific program requirements for participating business include:

- Physical Rocklin location
- Employ at least five (5) full-time staff
- Generate at least \$500,000 in annual revenue

Additionally, the City Council required that at least 8 businesses participate in the cohort.

Growth Factory and City staff have engaged in significant outreach to the local business community attempting to identify sufficient businesses that meet the program requirements to participate in the program. Outreach has included multiple social media posts on Facebook and LinkedIn, targeted door knocking to businesses suspected of meeting criteria based on available information, email marketing through existing channels, in person promotion at various Rocklin and Roseville Chamber of Commerce events, and an informational mixer held on March 11.

Through the outreach and recruitment efforts, a promising and diverse cohort has emerged. However, despite best efforts, there are not 8 businesses meeting the exact criteria that have applied for the program. Currently there are up to 5 qualified businesses meeting the \$500,000 revenue and 5 full time employee count. If the required revenue threshold is lowered from \$500,000 to \$400,000 as recommended, and the requirement for 5 full time employees is modified to 5 employees of any type, the City will be able to begin the program in April as

outlined with a cohort of 8 businesses meeting the modified criteria. All other program details remain unchanged.

Fiscal Impact:

There is no fiscal impact to the staff recommendation. The Build Up Rocklin program and contract with Growth Factory are fully funded by prior Council action. This amendment does not create any additional financial obligations for the City.

ATTACHMENTS:

1. Resolution
2. Amendment No. 1 to Agreement with Growth Factory for Build Up Rocklin Program
3. Agreement with Growth Factory for Build Up Rocklin Program