21-1129 **Agenda Date: 8/18/2021**

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT
Action on Recommended Modifications to P&P 049 Community Grant Policy and Request for Direction on Alternative Grant Processes and No-Fee Parade Permits

EXECUTIVE SUMMARY
The Community Grant Policy (Policy) outlines the City's process for awarding grants to qualifying non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions that provide a public benefit for the City of Santa Clara and its residents. Staff is recommending that the Committee review staff's recommended amendments to the Policy to provide staff and grantees more clarification on policy guidelines and forward the amended Policy to the full Council for consideration.

Staff is also requesting direction from the Committee on alternative grant processes, such as the Cultural Commission's annual grant process, non-competitive grant process, and to identify a funding source for the No-Fee Parade Permit.

BACKGROUND
Santa Clara has a long history of supporting non-profit and community organizations. On September 18, 2018, the City Council approved P&P 049 Community Grant Policy (hereinafter referred to as "Council Policy (CP) 49 Community Grant Policy") (Attachment 1) to establish a standardized process to award grants to qualifying non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions that provide a public benefit for the City of Santa Clara and its residents. Community grants are available to qualifying groups at a maximum amount of $10,000 per applicant, per year. To receive grant funds, grant applications must be submitted at least ninety (90) days before the planned event/activity being funded. Grants for attendance at youth state, national, or international competitions or performances (formerly Championship Team Fund) can be submitted within one week of advancing to such competitions and are limited to no more than 20% of the cost of eligible expenses defined as registration, hotel, transportation, and food for participants and coaches/chaperones.

Prior to the adoption of the Policy, non-profit and community organizations requesting financial assistance from the City may have participated in: the Cultural Commission's annual grant process; the City's Championship Team Fund process; submitted a grant request directly to the City Manager's Office; or submitted a written petition to Council for grant consideration.

The Policy has significantly streamlined and standardized how the City awards grants to non-profit and community groups by allowing grant requests to be approved administratively. However, there

are two additional grant processes that remain separate from the Community Grant Policy and its guidelines. Staff is requesting feedback and direction from the Committee on these alternative grant processes and to identify a funding source for the No-Fee Parade Permit.

Cultural Commission's Annual Grant Process

The Cultural Commission operates a separate annual grant process to support Santa Clara-based cultural organizations with funding for cultural performances and programming. Applicants that meet the grant eligibility criteria and submit a comprehensive application (Attachment 2), which includes the non-profit's operational budget, are invited to present their request to the Cultural Commission.

The Commission then recommends a grant amount for the non-profits whose programming they approve in the Commission's proposed budget for the upcoming fiscal year. Once the City's operating budget is approved, the City enters into a grant agreement with the approved non-profits for the upcoming fiscal year. The following organizations received grants through the Cultural Commission's grant process in FY 2018/19 and FY 2019/20:

FY 2018/19	
Santa Clara Ballet	$10,000
Santa Clara Chorale	$5,000
Santa Clara Players	$5,850

FY 2019/20	
Santa Clara Ballet	$5,000
Santa Clara Chorale	$5,000
Santa Clara Players	$6,000
Art Forum	$3,000

The awarded grant is used to support cultural performances and programming that meet the Community Grant Policy's original and proposed eligibility criteria for general events and activities. However, the expenses being paid for with the Cultural Commission's grant are usually for non-City permits, fees, and services like staffing and production costs.

The FY 2021/22 and FY 2022/23 biennial operating budget eliminates $10,850 in ongoing funding for Cultural Commission's grants. The program is currently suspended, with the exception of $10,000 for the Santa Clara Ballet, as approved by the City Council during the adoption of the FY 2021/22 and FY 2022/23 Biennial Operating Budget on June 22, 2021.

Non-Competitive Grant Processes

Santa Clara-based non-profit organizations such as Santa Clara Sister Cities Association (SCSCA), and Triton Museum of Art (Triton), follow a non-competitive grant process, in which they submit their request for annual funding to the City Manager's Office for consideration. Grant funding has been included as line items under the Non-Departmental section of the City's biennial Operating Budget. Below is more information about the organizations:

> ***Santa Clara Sister Cities Association*** - SCSCA promotes bringing different cultures together by organizing cultural exchanges between Santa Clara students and students from Santa Clara's three Sister Cities. SCSCA receives an annual grant from the City through a

contribution agreement to support activities related to cultural exchanges with the City's Sister Cities. As part of its FY 2019/20 grant agreement with the City, SCSCA was required to provide exchange programs to send and receive students in conjunction with the City's Sister Cities, acknowledge the City as a donor/supporter of SCSCA's activities in all publicity and promotional materials, and provide quarterly reports detailing exchange program activities. SCSCA's contribution amount for FY 2019/20 totaled $10,320, of which $5,659 was granted through the annual grant and $4,661 in additional funding through the Community Grant Program for its February 9, 2020 Afternoon Tea fundraiser. In FY 2018/19, SCSCA received a total of $8,192, of which $5,659 was granted through the annual grant and $2,533 in additional funding through the Community Grant Program for its February 9, 2019 Afternoon Tea fundraising event.

Triton Museum of Art - The Triton collects and exhibits contemporary and historical works with an emphasis on artists of the Greater Bay Area. The Triton moved to its current location on City-owned property in 1967. As part of its Lease and Operation Agreement with the City, the Triton is responsible for maintaining and operating the public museum and other buildings on the property and safekeeping the City's collection of art. The City is responsible for maintaining the exterior of the buildings on the property and providing certain in-kind services.

As part of its grant agreement with the City, the Triton Museum is responsible to provide, among other outcomes, quality art exhibitions, events and educational programs for the community; community outreach programs targeted towards art education for families and school children; and a qualified museum staff member to serve as a juror for City-sponsored art competitions. Triton's grant for FY 2020/21 totaled $295,560. In response to the City's current fiscal condition, the City's contribution was reduced by $29,600, one-time in FY 2021/22 and FY 2022/23. To date, the Triton has not received additional funding through the Community Grant Program.

Community Grant Program

For most non-profit and community groups, the Community Grant Program is the sole source of any City grant funds that they receive. The City began accepting applications for Community Grants on October 1, 2018. Since the launch of the Community Grant Program, the City has received applications for various types of events and activities, including cultural events, social impact summits, fun runs, competitions, flower shows, car shows, meetings, and fundraising events. The City Council originally approved $100,000 for regular community grants and $36,000 for youth-related performances and competitions and directed staff to check in on the implementation. The adopted FY 2021/22 and FY 2022/23 biennial budget consolidates the Community Grants Program and Championship Teams budgets and reduces overall funding of $40,000. During the June 22, 2021 budget adoption, City Council approved the reallocation of $10,000 from the Community Grants Program to the Santa Clara Ballet, bringing the total Community Grants/Championship Teams budget to $90,000.

General Events and Activities - The Policy requires applicants for a general event or activity that is not related to attendance at a youth competition or performance to demonstrate that the event or activity being funded by the City's grant will satisfy the following eligibility criteria:

- Provides a benefit to Santa Clara residents

- Contributes positively to the recognition and image of the City of Santa Clara
- If the grant is for an event, then the event will be open to the general public and does not discriminate on the basis of race, gender, religion, sexual orientation, or any other protected characteristic under state or federal law
- Aligns with established Council goals
- Grant funds will not be used for political or religious purposes
- If the event or activity is a fundraising event, that the proceeds from the fundraising activity will support programs, services or events for residents of the City of Santa Clara

In FY 2018/19, eleven organizations received a total of $78,776 in community grant awards, of which 48% was used to pay City permits, fees and services (Attachment 3).

In FY 2019/20, at the time of writing this report, eleven organizations received a total of $85,473, of which 57% was used to pay City permits, fees and services (Attachment 4).

In FY 2020/21, the Community Grant Program for special events was suspended due to the COVID-19 Pandemic. Council approved a $15,000 community grant for the virtual Santa Clara Parade of Champions and $10,000 for virtual 2020 Firehouse Run.

Per Council's direction to report on policy implementation, staff has identified several areas for recommended policy updates.

Youth-related Performances and Competitions
P&P 014 Funding Requests - Championship Teams/Individuals was rescinded when Council adopted the Community Grant Policy, which merged P&P 014 and a draft Sponsorship Policy into a single policy for grant requests. Many of the guidelines and criteria for individual and group attendance at a youth competition or performance are identical to those in the rescinded P&P 014 Funding Requests - Championship Teams/Individuals.

The Policy requires individuals or groups applying for a grant to attend a youth state, national, or international competition or performance to demonstrate that the activity being funded by the City's grant will satisfy the following criteria:

- Funding the activity provides a benefit to Santa Clara residents, students or schools
- Contributes positively to the recognition and image of the City of Santa Clara
- Aligns with established Council goals
- Grant funds will not be used for political or religious purposes
- The grant funds requested will only be used for a specific state, national, or international title or performance
- The grant funds requested do not exceed 20% of the allowable expenses (registration, hotel, transportation, and food) and comport with the other requirements stated in the application
- Individuals, teams or groups should either be from Santa Clara schools or have at least 50% of the students from the teams or groups be residents in the City of Santa Clara
- The student-to-coach/chaperone ratio is six students to one coach/chaperone

In FY 18/19, five athletic groups and youth organizations received a total of $23,148 in Championship Team Fund (Attachment 3). In FY 2019/20, two athletic groups and youth organizations were

awarded a total of $12,163 (Attachment 4). However, one of the groups did not utilize the grant funds as the performance was cancelled due to COVID-19 Pandemic.

Staff has identified several areas for recommended policy updates.

No-Fee Parade Permits

When City Council adopted the Community Grant Policy, it also adopted Resolution 18-8606, which approved a No-Fee Parade Permit for Santa Clara non-profits organizations for up to a total of five parades on an annual basis (Attachment 5). Parades approved under the No-Fee Parade Permit are restricted to an estimated maximum of 1,000 attendees per parade.

The No-Fee Permit is intended to cover City permits and fees associated with a parade, such as the Special Event Application fee, street closure, traffic control, amplified sound, and police services.

No funding source was identified when the No-Fee Parade was adopted, instead the impact was to be absorbed by departments issuing permits and providing services with the intent that future budgets would be developed if needed.

Since the No-Fee Parade Permit was adopted, five parades were issued No-Fee Parade Permits. The current estimated cost of City-related permits and fees absorbed by departments under No-Fee Parade Permit is approximately $1,039 - $1,151. This total only covers the cost of fees, permits, and services and does not include staffing costs to review the applications, issue permits, and coordinate the parade. A cost that has not been fully analyzed is the cost associated with traffic control for the parades.

It should be noted that funding for the Parade of Champions event was not authorized under the No-Fee Parade Permit program. Instead, $71,000 of funding was authorized by separate Council action in March 2019 for several reasons. First, it was thought that the Parade might attract more than 1,000 participants/attendees and secondly, the Parade of Champions requested City staff support for general coordination and marketing efforts which are beyond the No-Fee Parade program. Given the level of review/permitting and intensity of staffing resources of the Parade of Champions event, separate Council action was requested and has been requested subsequently.

The City Manager's Office, Parks and Recreation Department and Finance Department have been working to capture and include the full cost of a No-Fee Parade Permit, in the Municipal Fee Schedule. Potential funding sources for the No-Fee Parade Permit will be discussed in the Discussion section.

Parades Only		
Fee/Permit/Service	**Department**	**Cost**
Special Event Permit Applica Amplified Sound[2] Traffic Con Hanging of Flags[3]	Parks & Recreation Finance Police SVP Staff Time SVP Equipment	$26 $71 $188- $300 $422 $332
Total Estimated Cost		**$1,039 - $1,151**

[1]Based on FY 20/21 Municipal Fee Schedule
[2]Range of actual costs for parades in 2019 ranging from 12-20 hours total per parade. Costs associated with

Police and Traffic Control were not separately coded and therefore not captured
[3]Approximate costs for eight (8) hours of staff time. Total cost for four (4) hours equipment cost for a Lamp Lighter at $83.00 per hour. Costs do not include recovery fees that would typically be charged to customers that do not fall under the No-Fee Parade.

DISCUSSION

The Community Grant Policy issues for general and activities and for both general events and activities and youth-related performances and competitions that were briefly highlighted in the section will be discussed in more detail along with staff's proposed amendments. These proposed amendments aim to further streamline the City's grant process for staff and grantees, ensure that the events and activities being funded benefit Santa Clara and its residents, and increase transparency and fairness. The City's alternative grant processes and potential No-Fee Parade Permit funding sources will also be discussed in further detail. Staff is requesting direction from the Committee on both topics.

Community Grant Policy

The following issues have been identified for general events and activities:

- **Allowable Expenses:** The Policy doesn't define allowable expenses for general events and activities.
- **Location of Funded Events and Activities:** The Policy doesn't restrict where general events and activities are held. The policy only states that "If the grant is for an event, then the event will be open to the general public and does not discriminate on the basis of race, gender, religion, sexual orientation, or any other protected characteristic under state or federal law."

Staff recommends the following amendments be made to the Policy as they pertain to general events and activities:

Define Allowable Expenses as City Permits, Fees and Services - Prior to the adoption of the Policy, non-profit and community organizations that requested support from the City mainly requested financial assistance with City permits, fees, and services. When Council approved the Policy, the general intent was to help facilitate City permitting and service costs for non-profit and community organizations. However, because the Policy doesn't restrict the types of expenses that can be covered by grant funds for general events and activities, groups are now requesting financial assistance for a wide range of non-City related expenses for their events and activities. Examples of non-City related expenses that groups have requested City support for include, but are not limited to, non-City owned venues, food and beverage, entertainment, rental of stage/tents, staffing costs, raffle and grand prizes, t-shirts, marketing and promotional items, cooking utensils, and decorations. In general, staff has approved grant funds to be spent on event venues, food and non-alcoholic beverages, entertainment, rental of stage/tents, decorations, and miscellaneous equipment.

Cities that have or have had sponsorship or grant policies have typically either limit their grant funds to cover city permits and fees exclusively or limit the percentage of expenses their grant funds will cover for an event. Examples include the cities of Hermosa Beach, San Jose, and Hayward. The City of Hermosa Beach limits its support for special events to City permits while the City of San Jose provides grants for festivals, parades, and celebrations but limits funding to no more than 50% of the

proposed event's expenses. San Jose's application states that "grant awards are intended to serve as partial support for events" and "grant awards will usually be significantly less" than the 50% maximum. The City of Hayward's Fee Reduction, Waiver, and Sponsorship Policy for Special Events allows the city to either waive or reduce 50% of the total costs of encroachment permits and facility fees for eligible organizations and events and/or sponsor $1,000 or 50% of total costs for eligible events.

The Community Grants and Championship Team Funds Summary Table (Attachments 3 & 4) summarizes final grant amounts approved by the City, the anticipated event/activity budgets that grantees submitted as part of their grant application packets, the percentage of event expenses that were covered by City grant funds based on the anticipated budgets the grantees submitted, and the amount and percentage of grant that were used or will be used on City permits, fees, and services.

The table shows the following statistics:

- In FY 2019/20, 65% of anticipated event expenses was covered by grant funds, compared to 73% in FY 18/19. This does not include the events for which the grantee did not submit complete event budgets as part of their application.
- In FY 2019/20, 57% of the grant funds were used to pay City permits, fees and services, compared to 48% in FY 18/19.
- In FY 2018/19, there was a total of $21,224 funds remaining out of the $100,000 allocated for Community Grants.

After a grant request is approved, staff in the City Manager's Office coordinates with other departments to permit and service the event and transfer funds to reimburse departments for the cost of any permits and services. The issuance of grant funds for non-City permits, fees, and services requires additional staffing from the City Manager's Office and Finance Department to coordinate the following: setting the grantee up as a vendor in the City's financial system, submitting an Accounts Payable packet for payment, processing and issuing a check, tracking the date of event, requesting for itemized receipts for approved expenses after the event, and auditing the submitted receipts. Limiting grant funds for only City permits, fees, and services will eliminate these additional steps for staff.

For these reasons, staff recommends defining eligible expenses that can be covered with grant funds as City permits, fees, and services. This amendment is consistent with the City's past practice, the City's current practice for awarding grants for attendance at a youth state, national, or international competition or performance, and other cities' grant policies for special events. Additionally, the amendment will streamline the grant process by eliminating additional steps.

However, if the Council decides not to limit eligible expenses to only City permit, fees, and services, the following amendments to the policy should be considered: 1) define eligible expenses, 2) limit the amount of grant funds that can be used on food and beverage, 3) require grantees to refund the City any unspent grant funds, and 4) provide the City the ability to audit grantees' records.

Define Allowable Expenses as City Permits, Fees and Services, Venue, Food and Beverage, Trash/Recycling, and Stage/Tents Rentals - In the case that the Council decides not to limit allowable expenses to only City permits, fees, and services, staff recommends setting parameters for

the types expenses that the City would cover for general events and activities. The Policy already limits the types of reimbursable expenses for attendance at a youth state, national, or international competition or performance to (no more than 20% of) the costs of registration, hotel, transportation and food for participants and coaches/chaperones only. Suggested allowable expenses aside from City permits, fees, and services include venue, food and non-alcoholic beverage, permits issued by other government agencies, trash and recycling, and rental of staging and tents. These are typically the most expensive expenses associated with an event/activity.

Limit the Amount of Grant Funds for Food and Beverage - In the case that Council decides to include food and beverage as an allowable expense under the Policy, there should be a limit to the amount of grant funds that can be used on this expense. Staff recommends setting a fifteen percent (15%) cap of the total grant amount or $1,500 as the limit per event/activity being funded. In many cases, event organizers can solicit food and beverage donations and therefore should not count on the City to subsidize the full cost of such expense.

Require Grantees to Refund City Any Unspent Grant Funds - The current Policy requires that grantees, regardless of the type of activity, submit proof that all approved expenses were incurred to the City Manager's Office within thirty (30) days after the competition. In some cases, the applicant may not be able to spend full amount of awarded grant funds on approved expenses and therefore have a balance of unspent grant funds after staff reviewed submitted proof of receipts. This has already occurred for two events and staff has requested those organizations to reimburse the City for the amount of unspent grant funds. For these reasons, if Council decides not to limit eligible expenses to only City permit, fees, and services, staff recommends including language in the policy that requires grantees to return any unspent grant funds to the City within 30 days after completion of the audit.

Provide the City with the Ability to Audit - The current Policy doesn't provide the City the ability to audit applicants' records beyond the time that they submit proof of receipts for allowable expenses. There may be instances when the City would need to audit previous grant records to ensure that grant funds were spent in the manner and for the purposes stated in the approved application. In the case that Council decides not to limit eligible expenses to only City permits, fees, and services, staff recommends updating the policy to enable to City to audit books and records of applicants for up to four (4) years from the date of disbursement of grant funds. Similar language is included in the City's grant agreements with community organizations.

Restrict the Location of General Events and Activities to Santa Clara - The current Policy doesn't restrict where general events and activities are held and only states that "If the grant is for an event, then the event will be open to the general public and does not discriminate on the basis of race, gender, religion, sexual orientation, or any other protected characteristic under state or federal law." Several community groups have already submitted applications for events held outside of Santa Clara. While many of those applicants couldn't clearly explain how their event located outside of Santa Clara would directly benefit Santa Clara residents and were therefore denied grant funding, the lack of policy language that requires the funded event to be held in Santa Clara is misleading to community groups in the general South Bay and Peninsula region that are looking for general support through grant funding. Without this amendment to the policy, the City will continue to receive grant requests for events held outside of Santa Clara.

Staff recommends including a requirement that the event or activity being funded must be held within

Santa Clara as part of the eligibility criteria. This amendment will ensure events and activities being funded are open to the general public in Santa Clara, and therefore directly benefits Santa Clara residents, and will avoid misleading community groups that wish to hold events outside of Santa Clara with the City's assistance.

The following issues apply to both general events and activities and attendance at a youth state, national, or international competition or performance:

- **Application Submittal:** The Policy doesn't limit how far in advance an individual or organization can submit their application.
- **Additional Grant Funding:** The Policy doesn't restrict organizations that currently receive annual grant funding from the City from applying for and receiving additional grant funds through the Community Grant Program.
- **Discretion to Deny Request:** The Policy allows the City Manager's Office to approve and deny an applicant's request based on the eligibility criteria described in the Community Grant Policy and/or if there is a potential or appearance of a conflict of interest. There are no other guidelines that allow the City Manager's Office additional discretion to deny future grant requests.
- **Reporting:** The Policy doesn't include any post-event reporting requirements for grantees.
- **Unspent Grant Funds:** The Policy doesn't require grantees to refund the City any unspent grant funds.
- **Inability to Audit:** The Policy doesn't provide the City the ability to audit applicants' records beyond the time that they submit proof of receipts for allowable expenses.

Staff recommends that the following amendments be made to the Policy to address the abovementioned issues for general events and activities and attendance at a youth state, national, or international competition or performance:

Limit Advance Submittal of Applications to Six Months - The Community Grant Policy requires that grant applications be submitted at least ninety (90) days prior to the event/activity being funded but doesn't limit how far in advance an individual or organization can submit their application. As result, the City Manager's Office has received requests up to eleven months in advance of the planned event/activity being funded. Without setting a time constraint for advance application submittal, applicants can submit grant requests for events/activities scheduled years out. It is challenging from an accounting perspective because permit and facility costs are subject to change at the start of every fiscal year and the funding for Community Grants is subject to budget appropriations. For example, the City received several grant applications in FY 2018/19 for events/activities that were scheduled nine or more months in the future so their approvals were based on FY 2018/19 estimates for City permits, facilities, and staffing costs that were subject to change with the FY 2019/20 municipal fee schedule. The processing of grants for non-City related costs for events scheduled more than six months in advance also presents a potential liability to the City with grantees in possession of grant funds many months ahead of their scheduled event. Staff recommends updating the Policy to limit application submittals up to six months prior to the event or activity being funded to ensure that there is sufficient funding for the grants and to allow for a more competitive process.

Limit Eligibility to Competitive Grantees - The Policy doesn't prevent organizations that currently

receive annual grant funding from the City from applying for additional grant funds. Miss Santa Clara Scholarship Organization and Santa Clara Sister Cities Association are examples of non-profits that receive both annual funding from the City to support their programming and grant funds through the Community Grant Program. Miss Santa Clara Scholarship Organization's annual funding for FY 2018/19 totals $12,000 and the organization received an additional $5,185 in funding through the Community Grant Program to cover usage of the Mission City Center for Performing Arts for competition rehearsals and their Miss Santa Clara and Miss Santa Clara's Outstanding Teen Competition event on January 19, 2019. Santa Clara Sister Cities Association's annual funding for FY 2018/19 totals $5,659 and the organization received an additional $2,533 to cover expenses for their February 9, 2019 Afternoon Tea event. These additional grant funds should be covered in the City's agreements with organizations so that their total grant amount is transparent and reflective of what they are receiving from the City.

Staff recommends limiting eligibility to groups that do not receive separate annual funding from the City during the fiscal year that their event is scheduled in. This amendment will ensure that the City's grant processes for community and non-profit organizations remains transparent and City grant funds are not used for the same event or programming.

Ability to Consider Previous Event/Activity's Success and Prior Ability to Meet Policy Requirements/Obligations for Reoccurring Applicants - Since launching the Community Grant Program, the City has received requests from both new and reoccurring applicants and anticipates that there will be an increase in requests as more non-profit and community organizations in the area become aware of the City's new Community Grant program. As the grant process becomes more competitive, it would be helpful to provide staff with more discretion to approve or deny a request. The Policy currently allows the City Manager's Office to approve and deny an applicant's request based on the eligibility criteria described in the Community Grant Policy and/or if there is a potential or appearance of a conflict of interest. There are no other guidelines that allow the City Manager's Office additional discretion to deny future grant requests.

Applicants that receive grant funds from the City tend to reapply in the future. These events are not always successful in meeting their projected attendance, fundraising goals, or the grantee could not meet the requirements of the policy (e.g. submit proof of receipt). However, the current policy does not allow the City Manager's Office to deny such requests.

Staff recommends including language in the policy that allows the City Manager's Office to consider an event or activity's past success, defined by measures such as ability to meet attendance and/or fundraising projections, and the organization's previous ability to meet policy requirements before approving or denying a grant request for reoccurring grantees. This change will allow the City to ensure that grant funds are used to support events and activities that benefit Santa Clara and its residents and promote a standard of fiscal responsibility among grantees.

Require Grantees to Report on Funded Events/Activities - The Policy doesn't require grantees to submit anything but proof that the grant funds were spent in the manner and for the purposes stated on the application within 30 days after a general event/activity and proof of all allowable expenses actually incurred, as well as allocation of grant funds, within 30 days after the competition. Grantees currently don't share information about their events, which in turn makes it difficult to understand the grant funds' return on interest. For these reasons, staff is recommending that Council amend the Policy to require grantees to submit a post-event report within 30 days of a funded activity includes a

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summary of how the event went, attendance numbers, any challenges that the grantee encountered while planning the event or the day of the event, and areas for improvement

Non-Competitive and Cultural Commission Grant Processes

Staff is requesting for more direction from Council on the following grant processes that currently do not fall under the Community Grant Policy.

Cultural Commission's Annual Cultural Grant Process - Staff is seeking direction from Council whether the Cultural Commission's grant process should merge with the citywide grant process defined by the Community Grant Policy. The awarded grants are used to reimburse cultural groups for expenses related to performances, which are not City-related permits, fees, and services.

Santa Clara Sister Cities Association - Staff is seeking direction from Council on how to proceed with SCSCA's grant process moving forward. The City's current contribution agreement with SCSCA requires the organization to provide exchange programs to send and receive students in conjunctions with the City's Sister Cities, provide quarterly reports on related activities, a revenue and expense report for the activities undertaken, and acknowledgment of the City as a donor/supporter in all publicity and promotional materials in exchange for their annual funding. SCSCA's exchange program activities generally do not include of City permits, fees, and services. SCSCA was also granted funding through the Community Grant Program for other fundraising events/activities for their exchange program. If Council decides to keep this grant process separate from the Community Grant Program, staff recommends that the City provides all funding for the organization through one grant agreement.

Triton Museum of Art - Staff recommends keeping Triton's grant process separate from the citywide Community Grant Program because the City and Triton have a Lease and Operation Agreement that is effective until April 15, 2023 and Council has already authorized the City Manager to execute future contribution agreements with Triton so long there is a Lease and Operation Agreement in place. Due to the Lease and Operation Agreement and the provided grant amount, the City's relationship with the Triton is unlike those with other community organizations.

No-Fee Parades Permits

Staff is working to track fees and staffing costs associated with parades. Upon completion of this analysis, staff will request Council's direction to either 1) identify a funding source or 2) appropriate funds to cover the costs for up to five annual No-Fee Parades Permits. The total cost of City-related permits and fees has been absorbed by departments since the No-Fee Parade Permit has been adopted

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT
The adopted FY 2021/22 and FY 2022/23 biennial budget consolidates the Community Grants Program and Championship Teams budgets and reduces overall funding, bringing the total Community Grants/Championship Teams budget to $90,000. This amount does not include the Cultural Commission's grants for cultural organizations, Santa Clara Sister Cities Association, and Triton Museum of Art's annual funding, or cost related to the No-Fee Parade Permits.

COORDINATION
This report has been coordinated with the City Attorney's Office, Finance, and Parks and Recreation Departments.

PUBLIC CONTACT
Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <mailto:clerk@santaclaraca.gov> or at the public information desk at any City of Santa Clara public library.

ALTERNATIVES
1. Approve recommended amendments to the Community Grant Policy and direct staff to bring forward amended Council Policy 049 forward for full Council consideration;
2. Do not approve recommended amendments to Council Policy 049 ("Community Grant Policy")
3. Provide staff with direction on the Cultural Commission, Santa Clara Sister Cities Association, Miss Santa Clara Sister Cities Association, and Triton Museum of Art's grant processes and funding for up to five annual No-Fee Parade Permits; or
4. Any other Council direction.

RECOMMENDATION
Alternatives 1 and 3:
1. Approve recommended amendments to the Community Grant Policy and direct staff to bring forward amended Council Policy 049 forward for full Council consideration; and
3. Provide staff with direction on the Cultural Commission, Santa Clara Sister Cities Association, and Triton Museum of Art's grant processes.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager
Approved by: Deanna J. Santana, City Manager

ATTACHMENTS
1. P&P 049 Community Grant Policy
2. Cultural Commission Annual Cultural Grant Guidelines and Application
3. FY 2018/19 Community Grants and Championship Team Funds Summary Table
4. FY 2019/20 Community Grants and Championship Team Funds Summary Table
5. Resolution 18-8606
6. Proposed Amended Council Policy 049 Community Grant Policy (Redline Version)
7. Proposed Amended Council Policy 049 Community Grant Policy (Clean Version)

City of Santa Clara
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COMMUNITY GRANT POLICY

PURPOSE

To establish a standardized process to award grants to qualifying non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions that provide a public benefit for the City of Santa Clara and its residents.

POLICY

Annually, and subject to availability of funds, the City Council shall establish grant appropriation(s) as part of the approval of the budget. Community grants, subject to availability of funds, shall not exceed $10,000 per applicant, per year. To receive grant funds, grant applications must be submitted at least ninety (90) days before the planned event/activity being funded, regardless of the form of the grant, and will be evaluated by the City Manager's Office on a case-by-case and "first come-first served" basis, throughout the fiscal year. Applicants are encouraged to submit their applications at the beginning of the fiscal year, for events or activities occurring at any time during that fiscal year, to maximize opportunity for availability of funds.

The City Manager's Office shall approve or deny an applicant's request based upon the eligibility criteria set forth below, and subject to funding availability as approved by the City Council through the adoption of the annual budget. Grants for community events shall not be provided for waiver of or reimbursement for already discounted permit fees.

Grants for attendance at youth state, national, or international competitions or performances shall be limited to costs of registration, hotel, transportation and food for participants and coaches/chaperones only. Due to short notice to advance to state, national, or international competitions, applicants shall submit an application within one week of advancing to such competitions.

In all cases, the City reserves the right to reject any and all applications in the event the City Manager's Office identifies a potential conflict of interest or the appearance of a conflict of interest. Submission of an application in no way obligates the City to award a grant and the City reserves the right to reject any or all applications, wholly or in part, at any time, without penalty.

ELIGIBILITY CRITERIA

In addition to a timely and complete application, the applicant must demonstrate that the event or activity being funded (other than competition funding, described below) by the City's grant will satisfy all of the following criteria:

a) Provides a benefit to Santa Clara residents

b) Contributes positively to the recognition and image of the City of Santa Clara

c) If the grant is for an event, then the event will be open to the general public and does not discriminate on the basis of race, gender, religion, sexual orientation, or any other protected characteristic under state or federal law

d) Aligns with established Council goals

e) Grant funds will not be used for political or religious purposes

f) If the event or activity is a fundraising event, that the proceeds from the fundraising activity will support programs, services or events for residents of the City of Santa Clara

If the activity being funded is individual or group attendance at a youth competition or performance, then the applicant must demonstrate that the activity being funded by the City's grant will satisfy all of the following criteria:

a) Funding the activity provides a benefit to Santa Clara residents, students or schools

b) Contributes positively to the recognition and image of the City of Santa Clara

c) Aligns with established Council goals

d) Grant funds will not be used for political or religious purposes

e) The grant funds requested will only be used for a specific state, national, or international title or performance

f) The grant funds requested do not exceed 20% of the allowable expenses (registration, hotel, transportation, and food) and comport with the other requirements stated in the application

g) Individuals, teams or groups should either be from Santa Clara schools or have at least 50% of the students from the teams or groups be residents in the City of Santa Clara

h) The student-to-coach/chaperone ratio is six students to one coach/chaperone

PROCEDURE

1. City Council approves an annual budget item for City grants, to be administered by the City Manager's Office
2. Applicants submit timely and complete grant applications to the City Manager's Office for review
3. City Manager's Office reviews application for compliance with eligibility criteria and availability of funds. City Manager may seek additional information from applicant as necessary.
4. If an application is approved by the City Manager's Office, then the approved application marked accordingly shall be transmitted to the applicant with additional instructions, if any.
5. If an application is not approved by the City Manager's Office, the City Manager shall notify the applicant in writing.
6. If the applicant has received a grant for an event/activity other than competition attendance, then applicant shall submit proof that the grant funds have been spent in the manner and for the purposes stated on the application within thirty (30) days after the event/activity.
7. If the applicant has received a grant for competition attendance, then proof of all allowable expenses actually incurred, as well as allocation of grant funds, shall be submitted to the City Manager's Office by the applicant within thirty (30) days after the competition.
8. If an applicant makes a grant request directly to a member of the City Council, whether individually or as a group, the Council shall refer the applicant to the City Manager's Office for application and review in accordance with this policy.
9. Staff shall report any distributions in accordance with applicable tax law.

Attachment: City of Santa Clara Community Grant Application

RESOLUTION NO. 18-8605

A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA ADOPTING A COMMUNITY GRANT POLICY AND RESCINDING P&P 014 FUNDING REQUESTS – CHAMPIONSHIP TEAMS/INDIVIDUALS

BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, establishing a policy on community grants will provide guidelines for the application and evaluation of grant requests submitted by non-profit organizations, athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions;

WHEREAS, establishing the Community Grant policy will help ensure that community grants will be awarded to qualifying organizations or groups in conformance with the outlined eligibility criteria in the policy;

WHEREAS, the Community Grant policy details the process for athletic groups and organizations to apply for grants and thus will replace P&P 014 Funding Requests – Championship Teams/Individuals;

WHEREAS, the Community Grant policy, attached hereto as Attachment 1, provides guidance for evaluating community grant application submissions and establishes a standardized process to award grants to qualify non-profit organizations, athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions that provide a public benefit for the City of Santa Clara and its residents.

NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

1. That the Community Grant Policy, attached hereto as Attachment 1, is hereby approved and adopted, and the City Manager is directed to number (and renumber, as appropriate) the Council Policy Manual such that they are organized in a logical fashion.

2. That P&P 014 Funding Requests – Championship Teams/Individuals is hereby rescinded.

3. Effective date. This resolution shall become effective immediately

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 18th DAY OF SEPTEMBER, 2018, BY THE FOLLOWING VOTE:

AYES:	COUNCILORS:	Kolstad, Mahan, O'Neill, and Watanabe and Mayor Gillmor
NOES:	COUNCILORS:	None
ABSENT:	COUNCILORS:	Davis
ABSTAINED:	COUNCILORS:	None

ATTEST: for

JENNIFER YAMAGUMA
ACTING CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference:
1. Community Grant Policy
2. P&P 014 Funding Requests – Championship Teams/Individuals

CULTURAL COMMISSION
REQUEST FOR FINANCIAL ASSISTANCE

APPLICATION PROCEDURE/GUIDELINES – Revised November 6, 2017

The purpose of this application is to allow Santa Clara based cultural groups to submit a request for assistance to meet significant community needs. To be eligible, programs for which funding is requested must relate services to existing City goals, policies, and plans.

Criteria for Program Evaluation
Applications are reviewed and evaluated by the Cultural Commission, concerning the following criteria:

A. Community Contribution: An evaluation of the group's community contribution will be made with special emphasis on an analysis of the attributes that make the applicant's program valuable in terms of need and/or uniqueness.

B. Reflection of Community Diversity: Although all proposals and requests brought before the Cultural Commission will be given the same level of consideration in the approval process, the Commission strongly encourages applicants to recognize and reflect the diversity that makes up the City of Santa Clara. This reflection and recognition may be in the group's structure, in its artistic vision, in the composition of its membership and direction, or in its choice of repertory.

C. Artistic Level: Programs must be of interest and value to the community, and demonstrate public recognition of quality performance and artistic capability.

D. Internal Management and Fiscal Responsibility: Organizations should be well managed; they should have funding sources other than the City of Santa Clara, and should have the highest possible ratio of earned income to grants and contributions. They should strive to meet nationally accepted norms of good management in their field of endeavor.

E. Public Profile: Organizations receiving grants must actively pursue a high profile and high visibility within the City (and in the case of major professional organizations, outside the city as well) through an aggressive policy of public education and program promotion.

Eligible Organizations:

A. The primary purpose of the organizations must be the advancement of the arts in the City of Santa Clara. Organizational categories include:

    1. Major Organizations – For example: museum, ballet, symphony, light opera, resident theater, and opera.

2. Minor Organizations – For example: galleries, dance theater, festivals, literary and poetry groups, film festival/series, one-time projects, and small music groups.

3. Educational and Multi-cultural Groups – Groups that educate and promote deeper engagement in the arts to a more diverse audience.

4. Exceptional Projects – New organizations may be considered for start-up funding if the project is of exceptional merit. These organizations are encouraged to seek advice and counsel from existing successful groups in the community.

B. Organizations must have been in existence for at least one year (Exception: See A (4) above).

C. Organizations must be community based. This means that at least 51% of the group participants and/or Board of Directors shall be Santa Clara residents, or the organization shall have its principal office and base of operations in the City of Santa Clara. Although not required, it is preferred that organizations have "Santa Clara" or "Mission City" as part of their name.

D. Groups must be able to demonstrate California corporate non-profit status.

E. Have governing body that is vested in a responsible and active board, which meets at least annually and establishes and enforces policies.

F. Be willing to work toward achieving the goals of the Cultural Commission for the City of Santa Clara.

G. Be willing to acknowledge the support of the Santa Clara Cultural Commission where appropriate and include this information on all printed material related to funding, including programs, etc. (e.g. collateral, events, opening of events, magazines and booklets, website, Facebook, and email).

H. Be willing to provide a free concert or demonstration performance in Santa Clara at a mutually agreed upon time and location sometime during the fiscal year.

I. Be willing to help volunteer at Cultural Commission events and provide marketing materials for events.

Questions

1. Is your organization a registered California corporate non-profit?
Yes _____ No _____

2. Is at least 51% if your organization's participants and/or Board of Directors Santa Clara residents?
Yes _____ No _____

3. Is your organization's principal office and base of operations in the City of Santa Clara?
Yes _____ No _____

4. Does your organization have an active board that meets at least annually and establishes and enforces policies?
Yes _____ No _____

5. Please describe how your organization contributes to the Santa Clara community:

_____
_____
_____
_____
_____
_____

6. Please describe how your organization reflects the diversity that makes up the City of Santa Clara. This reflection may be in the group's structure, in its artistic vision, in the composition of its membership and direction, or in its choice of repertory:

_____
_____
_____
_____
_____
_____

7. What are some strategies and approaches that your organization have utilize in the past year to increase marketing, membership and the number of attendance?

_____
_____
_____
_____
_____

8. Is your organization willing to acknowledge the support the City of Santa Clara where appropriate and include this information on all printed material related to to funding, including programs, etc. (e.g. collateral, events, opening of events, magazines and booklets, website, Facebook, and email)?
Yes _____ No _____

9. Is your organization willing to provide a free concert or demonstration performance in Santa Clara at a mutually agreed upon time and location sometime during the fiscal year?
Yes _____ No _____

10. Is your organization willing to help volunteer at Cultural Commission events and provide marketing materials for events?
Yes _____ No _____

Community Grants for General Events and Activities Summary Table
FY 2018-2019

Organization	Event	Final Grant Amount Approved by the City	Anticipated Event/Activity Budget	Percentage of Event Covered by Grant Funds Based on Anticipated Budget	Amount of Grant Funds Used/Will be Used on City Permits and Fees	Percentage of Grant Used/Will Be Used on City Permits	Notes
American Cancer Society	Relay for Life Santa Clara 2019 - April 27-28, 2019	$ 8,682	$ 9,845	88%	$ 1,580	18%	
American Legion Post No. 419	Annual Car Show - June 9, 2019	$ 3,250	$ 4,500	72%	$ 698	21%	
Catalyze SV on behalf of Social Good Fund	Change, Growth and Planning: Envisioning Santa Clara County 3.0 Workshop - June 5, 2019	$ 2,000	$ 2,000	100%	$ 250	13%	
Historic Preservation Society of Santa Clara	2019 Historic Home Tour Dinner - December 7, 2019	$ 4,105	$ 4,105	100%	$ 2,340	57%	
Kidzrule, Inc.	Santa Clara Children's Business Fair - October 12, 2019	$ 9,311	$ 10,311	90%	$ 1,911	21%	$1,911 disbursed in FY 19-20
Korean Chamber of Commerce of Silicon Valley	Korea Day - August 11, 2018	$ 7,850	No anticipated budget was submitted	No anticipated budget was submitted	$ 1,248	16%	
Miss Santa Clara Scholarship Organization	Miss Santa Clara and Miss Santa Clara's Outstanding Teen Competition - January 19, 2019	$ 5,185	$ 15,327	34%	$ 5,185	100%	
Santa Clara County Camellia Society	78th Annual Camellia Flower Show - February 23-24, 2019	$ 8,702	$ 12,439	70%	$ 8,702	100%	
Santa Clara Firefighters Foundation	Firehouse Run - December 2, 2018	$ 10,000	$ 40,081	25%	$ 7,982	80%	
Santa Clara Sister Cities Association	Afternoon Tea - February 9, 2019	$ 2,533	$ 3,390	75%	$ -	0%	
Santa Clara Women's League	Showtime (Performance, Rehersals, Meetings) and Regular Monthly Meetings	$ 17,159	Group only submitted anticipated budget for facility usage	Group only submitted anticipated budget for facility usage	$ 17,159	100%	
Total		$ 78,776	$ 101,999	73%	$ 47,055	48%	

Total in Budget	**$**	**100,000.00**
Total Awarded	**$**	**78,776**
Total Funds Remaining	**$**	**21,224.09**

Championship Team Fund Program Summary Table
FY 2018-2019

Organization	Event	Grant Amount (20% of eligible expenses)
Buchser Middle School Music Association	Performance at Disneyland - May 5-6, 2019	$ 10,000
CALDI Team	Destination Imagination Global Finals - May 23-26, 2018	$ 912
Santa Clara High School Music Boosters	Western Band Association Marching Band Competition - October 13 & 20, November 3 & 10, 2018	$ 1,590
Santa Clara PAL-GAL	California State Games USA Softball C-Region 14 Championship Tournament - July 13-15, 2018	$ 1,572
Santa Clara Parks & Recreation Dance Team	Performance at Disneyland - April 12-14, 2019	$ 9,074
Total		$ 23,148

Total in Budget	**$**	**36,000.00**
Total Awarded	**$**	**23,148.00**
Total Funds Remaining	**$**	**12,852.00**

Community Grants for General Events and Activities Summary Table
FY 2019-2020

Organization	Event	Final Grant Amount Approved by the City	Anticipated Event/Activity Budget	Percentage of Event Covered by Grant Funds Based on Anticipated Budget	Amount of Grant Funds Used/Will be Used on City Permits and Fees	Percentage of Grant Used/Will Be Used on City Permits	Notes
American Cancer Society	Relay for Life Santa Clara 2020 - April 25-26, 2020	$ 6,159	$ 8,000	77%	$ 91	1%	
Catalyze SV on behalf of Social Good Fund	Envisioning Great Places - October 16, 2019	$ 1,205	$ 1,500	80%	$ 185	15%	
Community X on behalf of TAP Inc.	Cx: The Element of Change Social Impact Summit 2019 - September 27, 2019	$ 10,000	$ 50,000	20%	-	0%	
Historic Preservation Society of Santa Clara	2019 Historic Home Tour Dinner - December 7, 2019	$ 4,105	$ 4,105	100%	$ 2,340	57%	
Kidzrule, Inc.	Santa Clara Children's Business Fair - October 12, 2019	$ 1,911	$ 10,311	19%	$ 1,911	100%	$9,311 grant awarded in FY 18-19. However, facility payment was disbursed in FY 19-20.
	Santa Clara Children's Business Fair - October 17, 2020	$ 10,000	$ 12,915	77%	$ 1,247	12%	
Positive Alternative Recreational Teambuilding Impact (PARTI)	ExPosure - October 24, 2019 and four youth training events on September 21 & November 9, 2019 and February 22 & April 18, 2020	$ 10,000	$ 24,085	42%	$ 1,248	12%	
Santa Clara County Camellia Society	79th Annual Camellia Flower Show - February 23-24, 2020	$ 10,000	$ 13,737	73%	$ 10,000	100%	
Santa Clara Lions Football Club	Santa Clara Lions Annual Awards Ceremony - January 26, 2020	$ 2,684	Group only submitted anticipated budget for facility usage	-	$ 2,648	99%	
Santa Clara Firefighters Foundation	Firehouse Run - December 1, 2019	$ 10,000	$ 40,081	25%	$ 7,982	80%	
Santa Clara Sister Cities Association	Afternoon Tea - February 9, 2020	$ 4,661	$ 4,990	93%	$ 2,698	58%	
Santa Clara Women's League	Showtime (Performance, Rehersals, Meetings) and Regular Monthly Meetings	$ 198	Group only submitted anticipated budget for facility usage	Group only submitted anticipated budget for facility usage	$ 198	100%	$17,159 grant awarded in FY 18-19. However, one facility payment was disbursed in FY 19-20.
	Showtime (Performance, Rehersals, Meetings) and Regular Monthly Meetings	$ 14,549	Group only submitted anticipated budget for facility usage	Group only submitted anticipated budget for facility usage	$ 14,549	100%	
Total		$ 85,473	$ 159,414	65%	$ 45,097	57%	

Total in Budget	**$**	**100,000.00**
Total Awarded	**$**	**85,472.50**
Total Funds Remaining	**$**	**14,527.50**

Championship Team Fund Program Summary Table
FY 2019-2020

Organization	Event	Grant Amount (20% of eligible expenses)
Buchser Middle School Music Association	Performance at Disneyland - May 2-5, 2020	$ 10,000
Santa Clara High School Music Boosters	Western Band Association Marching Band Competition - October 12 & 19, November 2 & 16, 2019	$ 2,163
Total		$ 12,163

Total in Budget	**$**	**36,000.00**
Total Awarded	**$**	**12,163.00**
Total Funds Remaining	**$**	**23,837.00**

RESOLUTION NO. 18-8606

A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA AMENDING THE "CITY OF SANTA CLARA 2018-19 MUNICIPAL FEE SCHEDULE" WHICH IMPOSES A NEW FEE FOR A NO-FEE PARADE PERMIT FOR SANTA CLARA NON-PROFIT ORGANIZATIONS

BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, under the provisions of the City of Santa Clara Municipal Code and Government Code, fees and charges assessed by the City of Santa Clara may be amended or modified upon the adoption of a Resolution by the City Council; and

WHEREAS, the City Council of the City of Santa Clara considers that said amended new fee as per Staff Report 18-1186 dated September 18, 2018 is appropriate and should be adopted.

The City Council of the City of Santa Clara makes the following findings:

1. In support of long standing cultural and other events in the City, Council establishes a no-fee Parade Permit for non-profit organizations registered within the City of Santa Clara.
2. The no-fee Parade Permit will cover the activities associated with processing the permit application, street closure, traffic control, hanging of banners, amplified sound, and police staffing, as applicable.

WHEREAS, the impact to the General Fund for this no-fee permit is unknown at this time. Any revenue impact will be absorbed within the current year budget and incorporated, as needed, in the development of future budgets.

NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

1. That the 2018-19 Municipal Fee Schedule last adopted May 8, 2018 is hereby amended to add a no-fee Parade Permit to the City Manager Section of the schedule.

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2. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 18th DAY OF SEPTEMBER, 2018, BY THE FOLLOWING VOTE:

AYES:	COUNCILORS:	Kolstad, Mahan, O'Neill, and Watanabe and Mayor Gillmor
NOES:	COUNCILORS:	None
ABSENT:	COUNCILORS:	Davis
ABSTAINED:	COUNCILORS:	None

ATTEST: for

JENNIFER YAMAGUMA
ACTING CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference: None

City of Santa Clara
The Center of What's Possible

COMMUNITY GRANT POLICY

PURPOSE

To establish a standardized process to award grants to qualifying non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions that provide a public benefit for the City of Santa Clara and its residents.

POLICY

Annually, and subject to availability of funds, the City Council shall establish grant appropriation(s) as part of the approval of the budget. Community grants, subject to availability of funds, shall not exceed $10,000 per applicant, per fiscal year. To receive grant funds, grant applications must be submitted at least ninety (90) days and no more than six (6) months before the planned event/activity being funded, regardless of the form of the grant. Applications~~, and~~ will be evaluated by the City Manager's Office on a case-by-case and "first come-first served" basis, throughout the fiscal year. ~~Applicants are encouraged to submit their applications at the beginning of the fiscal year, for events or activities occurring at any time during that fiscal year, to maximize opportunity for availability of funds.~~

The City Manager's Office shall approve or deny an applicant's request based upon the eligibility criteria set forth below, and subject to funding availability as approved by the City Council through the adoption of the annual budget. Additionally, if the event or activity being requested for funding has been previously supported by the City, the City Manager's Office may evaluate the event or activity's past success, measured by the applicant's ability to meet attendance and/or fundraising projections and the individual/organization's ability to satisfy the requirements of this policy when considering approval or denial of a request. Grants for community events shall not be provided for waiver of or reimbursement for already discounted permit fees nor shall they be provided to organizations that receive separate annual funding from the City.

The amount of City funding through Community Grants shall be limited to the cost of City permits, fees and services.

Grants for attendance at youth state, national, or international competitions or performances shall be limited to costs associated with~~of~~ registration, hotel, transportation and food for participants and coaches/chaperones only. Due to short notice of~~to~~ advancement to state, national, or international competitions, applicants shall submit an application within one week of advancing to such competitions.

Submission of an application in no way obligates the City to award a grant and the City reserves the right to reject any or all applications, wholly or in part, at any time, without penalty. In all cases, the City reserves the right to reject any and all applications in the event the City Manager's Office identifies a potential conflict of interest or the appearance of a conflict of interest. ~~Submission of an application in no way obligates the City to award a grant and the City reserves the right to reject any or all applications, wholly or in part, at any time, without penalty.~~

ELIGIBILITY CRITERIA

In addition to a timely and complete application, the applicant must demonstrate that the event or activity being funded (other than competition funding, described below) by the City's grant will satisfy all of the following criteria:

a) Provides a benefit to Santa Clara residents

b) Contributes positively to the recognition and image of the City of Santa Clara

c) If the grant is for an event, then the event will be open to the general public and does not discriminate on the basis of race, gender, religion, sexual orientation, or any other protected characteristic under state or federal law

d) Aligns with established Council goals

e) Grant funds will not be used for political or religious purposes

f) If the event or activity is a fundraising event, that the proceeds from the fundraising activity will support programs, services or events for residents of the City of Santa Clara

If the grant is for an event or activity, then the applicant must demonstrate that the event or activity being funded by the City's grant will be held within the City of Santa Clara.

If the activity being funded is individual or group attendance at a youth competition or performance, then the applicant must demonstrate that the activity being funded by the City's grant will satisfy all of the following criteria:

a) Funding the activity provides a benefit to Santa Clara residents, students or schools

b) Contributes positively to the recognition and image of the City of

Santa Clara

c) Aligns with established Council goals

d) Grant funds will not be used for political or religious purposes

e) The grant funds requested will only be used for a specific state, national, or international title or performance

f) The grant funds requested do not exceed 20% of the allowable expenses (registration, hotel, transportation, and food) and comport with the other requirements stated in the application

g) Individuals, teams or groups should either be from Santa Clara schools or have at least 50% of the students from the teams or groups be residents in the City of Santa Clara

h) The student-to-coach/chaperone ratio is six students to one coach/chaperone

PROCEDURE

1. City Council approves an annual budget item for City grants, to be administered by the City Manager's Office

2. Applicants submit timely and complete grant applications to the City Manager's Office for review

3. City Manager's Office reviews application for compliance with eligibility criteria and availability of funds. City Manager may seek additional information from applicant as necessary.

4. If an application is approved by the City Manager's Office, then the approved application marked accordingly shall be transmitted to the applicant with additional instructions, if any.

5. If an application is not approved by the City Manager's Office, the City Manager shall notify the applicant in writing.

6. If the applicant has received a grant for an event/activity other than performance or competition attendance, then applicant shall submit proof that the grant funds have been spent in the manner and for the purposes stated on the application within thirty (30) days after the event/activity.

7. If the applicant has received a grant for performance or competition attendance, then proof of all allowable expenses actually incurred, as well as allocation of grant funds, shall be submitted to the City Manager's Office by the applicant within thirty (30) days after the competition.

~~7.~~8. Applicants that have received a grant, regardless of type of activity,

shall maintain sufficient books and records in accordance with generally accepted accounting principles. The City shall have the right to audit the books and records of the applicant for up to four (4) years from the date of disbursement of grant funds for the purpose of verifying any and all reimbursement requests made by the applicant.

~~8.~~9. If an applicant makes a grant request directly to a member of the City Council, whether individually or as a group, the Council shall refer the applicant to the City Manager's Office for application and review in accordance with this policy.

~~9.~~10. Staff shall report any distributions in accordance with applicable tax law.

Attachment: City of Santa Clara Community Grant Application

City of Santa Clara
The Center of What's Possible

COMMUNITY GRANT POLICY

PURPOSE

To establish a standardized process to award grants to qualifying non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions that provide a public benefit for the City of Santa Clara and its residents.

POLICY

Annually, and subject to availability of funds, the City Council shall establish grant appropriation(s) as part of the approval of the budget. Community grants, subject to availability of funds, shall not exceed $10,000 per applicant, per fiscal year. To receive grant funds, grant applications must be submitted at least ninety (90) days and no more than six (6) months before the planned event/activity being funded, regardless of the form of the grant. Applications will be evaluated by the City Manager's Office on a case-by-case and "first come-first served" basis, throughout the fiscal year.

The City Manager's Office shall approve or deny an applicant's request based upon the eligibility criteria set forth below, and subject to funding availability as approved by the City Council through the adoption of the annual budget. Additionally, if the event or activity being requested for funding has been previously supported by the City, the City Manager's Office may evaluate the event or activity's past success, measured by the applicant's ability to meet attendance and/or fundraising projections and the individual/organization's ability to satisfy the requirements of this policy when considering approval or denial of a request. Grants for community events shall not be provided for waiver of or reimbursement for already discounted permit fees nor shall they be provided to organizations that receive separate annual funding from the City.

The amount of City funding through Community Grants shall be limited to the cost of City permits, fees and services.

Grants for attendance at youth state, national, or international competitions or performances shall be limited to costs associated with registration, hotel, transportation and food for participants and coaches/chaperones only. Due to short notice of advancement to state, national, or international competitions, applicants shall submit an application within one week of advancing to such competitions.

Submission of an application in no way obligates the City to award a grant and the City reserves the right to reject any or all applications,

wholly or in part, at any time, without penalty. In all cases, the City reserves the right to reject any and all applications in the event the City Manager's Office identifies a potential conflict of interest or the appearance of a conflict of interest.

ELIGIBILITY CRITERIA

In addition to a timely and complete application, the applicant must demonstrate that the event or activity being funded (other than competition funding, described below) by the City's grant will satisfy all of the following criteria:

a) Provides a benefit to Santa Clara residents

b) Contributes positively to the recognition and image of the City of Santa Clara

c) If the grant is for an event, then the event will be open to the general public and does not discriminate on the basis of race, gender, religion, sexual orientation, or any other protected characteristic under state or federal law

d) Aligns with established Council goals

e) Grant funds will not be used for political or religious purposes

f) If the event or activity is a fundraising event, that the proceeds from the fundraising activity will support programs, services or events for residents of the City of Santa Clara

If the grant is for an event or activity, then the applicant must demonstrate that the event or activity being funded by the City's grant will be held within the City of Santa Clara.

If the activity being funded is individual or group attendance at a youth competition or performance, then the applicant must demonstrate that the activity being funded by the City's grant will satisfy all of the following criteria:

a) Funding the activity provides a benefit to Santa Clara residents, students or schools

b) Contributes positively to the recognition and image of the City of Santa Clara

c) Aligns with established Council goals

d) Grant funds will not be used for political or religious purposes

e) The grant funds requested will only be used for a specific state, national, or international title or performance

f) The grant funds requested do not exceed 20% of the allowable expenses (registration, hotel, transportation, and food) and comport with the other requirements stated in the application

g) Individuals, teams or groups should either be from Santa Clara schools or have at least 50% of the students from the teams or groups be residents in the City of Santa Clara

h) The student-to-coach/chaperone ratio is six students to one coach/chaperone

PROCEDURE

1. City Council approves an annual budget item for City grants, to be administered by the City Manager's Office

2. Applicants submit timely and complete grant applications to the City Manager's Office for review

3. City Manager's Office reviews application for compliance with eligibility criteria and availability of funds. City Manager may seek additional information from applicant as necessary.

4. If an application is approved by the City Manager's Office, then the approved application marked accordingly shall be transmitted to the applicant with additional instructions, if any.

5. If an application is not approved by the City Manager's Office, the City Manager shall notify the applicant in writing.

6. If the applicant has received a grant for an event/activity other than performance or competition attendance, then applicant shall submit proof that the grant funds have been spent in the manner and for the purposes stated on the application within thirty (30) days after the event/activity.

7. If the applicant has received a grant for performance or competition attendance, then proof of all allowable expenses actually incurred, as well as allocation of grant funds, shall be submitted to the City Manager's Office by the applicant within thirty (30) days after the competition.

8. Applicants that have received a grant, regardless of type of activity, shall maintain sufficient books and records in accordance with generally accepted accounting principles. The City shall have the right to audit the books and records of the applicant for up to four (4) years from the date of disbursement of grant funds for the purpose of verifying any and all reimbursement requests made by the applicant.

9. If an applicant makes a grant request directly to a member of the City

Council, whether individually or as a group, the Council shall refer the applicant to the City Manager's Office for application and review in accordance with this policy.

10. Staff shall report any distributions in accordance with applicable tax law.

Attachment: City of Santa Clara Community Grant Application