




Council Meeting

Item #8 Consideration of Action on a Request from Councilmember Jain for City Sponsorship or Other Support for GEN Grow Empower Nurture's September 28, 2024 Diwali Celebration at Live Oak Park

September 24, 2024

1



City of Santa Clara
The Center of What's Possible

Background


- On 9/10/24, Councilmember Jain submitted a Written Petition to place on a future agenda discussion of a request for financial and promotional support from Grow Empower Nurture (GEN) for a Diwali Celebration to be held at Live Oak Park on September 28, 2024
- During the 9/10/24 City Council meeting, Councilmember Jain clarified that the request for City support included:
 - 1) Placement of an event announcement on the City's website;
 - 2) Direction for GEN to submit a grant through the City's community grants program; and,
 - 3) Council discussion on whether the City should approve a community grant in advance of the scheduled event date
- The City Council approved a motion to place consideration of the Written Petition at the September 24, 2024 City Council meeting

2

2

POST MEETING MATERIAL

1



City of Santa Clara
 The Center of What's Possible

Items for Council Consideration

- Consideration of a Community Grant in an Amount Up to \$10K
- Approval of Promotional Support


3

3


City of Santa Clara
 The Center of What's Possible


Event Overview

- GEN is a 501(c)(3) non-profit organization
- The event is described as a cultural event that will include games, shopping, food, performances and a children's business fair among other things



4

4




**City of
Santa Clara**
The Center of What's Possible

Special Event Permit

- This type of event requires a special event permit which is normally reviewed and approved administratively by an inter-departmental Special Events Review Team
- This team coordinates the approvals and logistics required to ensure a safe and compliant event on public and private property
 - Projected attendance, equipment requirements related to food and sound, public safety impacts and impacts to neighborhoods etc.
- The initial special event permit application was submitted on 7/7/24 and included: a maximum attendance of 75-100 people at any one time, 20 10x10 booths, amplified sound, use of park restrooms only and volunteer clean up of trash

5

5




**City of
Santa Clara**
The Center of What's Possible

Special Event Permit (cont)

- Preliminary conditions for a permit were issued to event organizer on 7/28/24
- The event organizer obtained the required sound permit on 7/24/24
- On 8/7/24, staff received an email from Councilmember Jain indicating that GEN would like the City to promote the event and provide a grant in the amount of \$5-10K to offset costs
- On 9/10/24, CM Jain submitted a Written Petition to request that an item be placed on a future agenda to consider both financial and promotional support from the City

6

6




City of Santa Clara
The Center of What's Possible

Community Grant Policy

- Awards grants to qualifying nonprofit organizations, youth athletic groups, educational groups, or individuals, for events, activities, and competitions that provide a public benefit for the City and its residents.
- Applicants must demonstrate that the event or activity being funded 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
 - 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

7



City of Santa Clara
The Center of What's Possible

Community Grant Policy (cont)

- Community grants cannot exceed \$10,000 per applicant, per fiscal year
- Allowable expenses are defined as: City permits, fees and services, venue, food and beverage, trash/recycling, and stage/tent rentals
- Grant funds requested for food and beverage cannot exceed 15% of the total grant amount or \$1,500
- Grantees are required to submit proof that the grant funds have been spent in the manner and for the purposes stated on the application within thirty days after the event/activity
- Grantees are required to return any unspent grant funds to the City within three days after completion of the audit

8




**City of
Santa Clara**
The Center of What's Possible

Community Grant Request

- GEN submitted a Community Grant request for \$10,000
- The following expenses in GEN's event budget are allowable under the Community Grant Policy:
 - City of Santa Clara permits and services
 - Rental of stage, tents, booths, tables, and chairs
 - Trash and waste pickup
 - Portable restrooms
 - Food/refreshments for participants and sweets for first 500 registrants

9

9




**City of
Santa Clara**
The Center of What's Possible

Community Grant Request

- It is important to note that the information submitted in the Special Event Permit differs from the Community Grant Application with respect to project attendance (Initially 75-100 individuals at any one time, 100-150 at the same time with a total attendance of 2000, the number of booths (from 20 to 40), the inclusion of onsite food sales which would require County permits, and the use of a media screen, etc)
- Staff has requested verbally and in writing that an updated application of the Special Event permit application be submitted in order to properly evaluate the required conditions. This is needed to ensure the safety of the event
- As of this afternoon, staff has not received an updated application. Documentation to meet the original conditions is also outstanding

10

10




City of Santa Clara
The Center of What's Possible

Promotional Support Request

- Through the Written Petition, Councilmember Jain also requested discussion of promotional support for GEN's event
- The City's Banner Policy establishes guidelines for the placement of allowable publicity on City-owned property to communicate information regarding public events, events at public facilities, or to promote amenities of general interest to the community
- Display of free-standing signs on public property are allowed only at Civic Center Park, Central Park and Live Oak Park on special stands and on the fence of Larry J. Marsalli Park and are limited to advertising local public events which are non-commercial, non-political, and of a nonreligious nature. Additionally, the event must be free of charge or aimed at raising funds for a Santa Clara non-profit sponsor

11

11




City of Santa Clara
The Center of What's Possible

Promotional Support Request

- The City does not offer promotional support to community events that are not official City events. Exceptions are only made for government agencies and official City Community Partners
- Community Partners consist of a broad range of local nonprofits, government agencies, partner organizations or businesses in Santa Clara that actively support the mission of the City through its services, programs or its ongoing financial support
- Partners meet the criteria of serving Santa Clara or having a Santa Clara branch and is at least one of the following:
 - Recipient of a City grant to provide social services to the community;
 - Nonprofit that operates primarily to provide financial or other support to City programs, services and/or facilities as a nonprofit; and/or
 - Other public agency that provides services of interest to residents

12

12




City of
Santa Clara
The Center of What's Possible

Promotional Support Request

- On 8/28/24 GEN submitted a request for promotion of the event under the City's Free-Standing Banner program
- The initial request from GEN was declined as there were pre-existing reservations for the Live Oak site. However, one of the events was postponed and the site was made available to GEN. Their banners have been installed
- Due to the quickly approaching event date, staff has not been able to assess necessary elements required for an official City event

13

13



City of
Santa Clara
The Center of What's Possible

Recommendation

- Staff defers the decision to provide financial support for GEN Grow, Empower, Nurture's September 28, 2024 Family Nav Diwali Festival and Garba event at Live Oak Park to the City Council.
 - *However, should City funding be authorized, staff recommends requiring the issuance of grant funds contingent upon GEN obtaining a Special Events Permit and grant funds to be spent and audited consistent with the Community Grant Policy*
- Staff does not recommend provision of additional promotional support for the event beyond GEN's usage of the free-standing sign at Live Oak Park

14

14

Marisa Welling

From: James Rowen <jcrowenblog@gmail.com>
Sent: Monday, September 23, 2024 12:37 PM
To: Clerk

Follow Up Flag: Follow up
Flag Status: Flagged

Re agenda item
24-931

Will Suds Jain for the record clarify a text he received from Habir Bhatia, a candidate who has received hundreds of dollars from Jain, to pursue this matter?