



Agenda Report

25-291

Agenda Date: 3/11/2025

**REPORT TO CITY COUNCIL**

**SUBJECT**

Action to Adopt the Updated Wade Brummal Scholarship Program Guidelines

**COUNCIL PILLAR**

Deliver and Enhance High-Quality Efficient Services and Infrastructure  
Enhance Community Sports, Recreational and Arts Assets  
Enhance Community Engagement and Transparency

**BACKGROUND**

In October 2015, the City Council established a \$25 fee for non-resident youth sports participants to be assessed on all non-profit youth sports organizations that reserve City Parks & Recreation facilities. The non-resident fees are collected in the City’s Public Donations Fund and disbursed according to the Wade Brummal Youth Sports Scholarship Program Guidelines (Attachment 1).

Since FY 2014/15, the program has collected approximately \$235,000 in the Public Donations Fund. Subsequently, the Wade Brummal Scholarship Program (Program) has approved grants in the amount of \$140,381 and spent \$52,098 on field equipment. The current balance of \$41,637 includes donations and interest collected.

<b>Table 1. Wade Brummal Youth Sports Scholarship Program Financial Grants FY 2014/15 - FY 2024/25</b>	
<b>Fiscal Year</b>	<b>Amount</b>
2014-15	\$500
2015-16	\$500
2016-17	\$6,000
2017-18	\$2,000
2018-19	\$2,000
2019-20	\$1,000
2020-21	\$500
2021-22	\$2,420
2022-23	\$41,505
2023-24	\$42,962
2024-25	\$93,092
<b>Total Distributions:</b>	<b>\$192,479</b>

During the February 2023 meeting, the Parks & Recreation Commission (Commission) requested that an item be placed on an upcoming agenda to discuss the Program history, funds, and guidelines to review and/or update the Program.

During the March 2023 meeting, the Commission voted to continue the item to the April meeting and formed a subcommittee to review the Program. The primary focus areas considered by the subcommittee included:

- Increasing the amounts eligible for disbursement,
- New Program areas to be proposed for Program funding, and
- Input from non-profit youth sports organizations about the Program, guidelines and funding levels.

During the May 16, 2023, meeting, the subcommittee reported and recommended changes but took no action. In June and July, the subcommittee met to develop the recommended updates for the Commission to consider, and during the August 15, 2023, meeting, the Commission reviewed the revised program procedures (Attachment 2).

In March 2024, City staff convened a Youth Sports User Group (Group) meeting that consisted of representatives from eight organizations and engaged over 30 separate individuals. The Group met six times in 2024 and discussed various topics such as the Wade Brummal Scholarship Program, field use permit fees, and field allocation priorities. This report represents the first item brought to the Parks & Recreation Commission for consideration and recommendation.

## **DISCUSSION**

The purpose of this report is to provide a brief history of the Wade Brummal Scholarship Program, highlight its impact on local sports organizations (scholarships and equipment funding), and provide an update to the program guidelines for FY 2025/26.

After the Commission completed its review of the Wade Brummal Scholarship Program in August 2023, they requested staff to solicit feedback from the Group on how the program was working. The Group reviewed and discussed the Wade Brummal Scholarship Program over the past year and identified several goals and areas for program improvement.

The Group expressed an interest in continuing the program, as it ultimately benefits resident athletes and resident non-profit youth sports organizations. The Group described the existing Program guidelines and process as cumbersome. Over the year, staff and the Group worked together to develop updated guidelines and processes to clarify eligible organizations, expenses, and priorities. Additionally, an online form was developed to facilitate the application process, while further clarifying the required documentation. Program marketing was also discussed, and if approved, will be placed on an annual calendar developed by the Group. The updated Wade Brummal Draft Guidelines (Attachment 3) contains the details of the program.

On February 10, 2025, the Commission reviewed and discussed the updated Wade Brummal Scholarship Program Guidelines. Two members of the public representing the Groups attended the Commission meeting and spoke in favor of the updated program guidelines. The Commission made a unanimous recommendation for Council to adopt the Updated Wade Brummal Program Guidelines.

## **ENVIRONMENTAL REVIEW**

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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**

There is no fiscal impact to the City for consideration of this item except staff time. Funding for this program is budgeted in the Public Donations Fund and does not impact the General Fund.

**COORDINATION**

This report has been coordinated with the Parks & Recreation Department, Finance Department and the City Attorney’s Office.

**PUBLIC CONTACT**

Public contact was made by posting the Council 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.

**RECOMMENDATION**

Action to adopt the Updated Wade Brummel Scholarship Program Guidelines.

Prepared by: Kimberly Castro, Recreation Manager  
Reviewed by: Damon Sparacino, Director Parks & Recreation  
Approved by: Jovan Grogan, City Manager

**ATTACHMENTS**

1. City Council Report Wade Brummel Oct 27, 2015
2. PRC Draft Revisions Wade Brummel Procedures 2023
3. Updated Wade Brummel Draft Guidelines 2025