



**Governance and Ethics Committee**

**Item #2 - Review of the Proposed Policy and Procedure 049  
Community Grant Policy**

July 2, 2024

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## Community Grant Policy (P&P 049)

- The City Council approved P&P 049 on September 18, 2018 and approved modifications to the policy on May 24, 2022.
- Established a standardized process and procedures for the Community Grant Program and outlines eligibility requirements and instructions for applicants.
- Includes an application that must be filled out and submitted to the City Manager’s Office for review and approval.
- Applications are reviewed and approved by staff.



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## What is the Community Grant Program?

- Launched on October 1, 2018.
- Awards grants up to \$10,000 per applicant, per fiscal year for qualifying events and activities that provide a public benefit to Santa Clara residents.
- Awards up to \$10,000 to Santa Clara youth sports teams and youth groups to travel and participate in state, national, or international championship games, competitions, and performances.
- Total annual budget is \$90,000 of available funds.\*



\*During the June 22, 2021 budget adoption, City Council approved the reallocation of \$10,000 from the Community Grant Program to the Santa Clara Ballet.



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## Who Does the Community Grant Program Serve?

- Examples of awarded events: fun runs, social impact summits, car shows, cultural events, pageants, youth events, fundraisers, community discussions, and Santa Clara youth group travel/participation in championship games and performances for football, baseball, softball, robotics, symphonic band, jazz band, and marching band.



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## Why P&P 049 Needs Additional Modifications

Areas in the policy need to be strengthened in order to:

- Promote altruism, creativity, and inclusivity
- Provide better customer service
- Protect the City from risk



## Proposed Policy Update #1- Financial Need

Requires applicants to demonstrate need for grant funding and provide supporting information to determine legitimacy, financial stability, business models, and the ability to provide impactful events to the Santa Clara community.

Current Language	Proposed Updated Language*
<i>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...</i>	<i>To establish a standardized process to award grants to qualifying 501(c)(3) non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals that have a financial need...</i>

\*If approved, the Community Grant Application will also be updated to include a field for the applicant to describe the organization or individual and why they are applying for grant funding. If needed, staff may request additional information from the applicant as allowable in P&P 049.

## Proposed Policy Update #2- Prohibited Activity

Provide clear language on prohibited activity and consequences for violations of the Community Grant Policy.

Current Language	Proposed Added Language
<p><i>Not outlined.</i></p>	<p><i>An applicant that receives grant funds may be required to return awarded grant funds, in part or in full, and considered ineligible to submit a new grant request after the conclusion of their event/activity/competitions should any of the following occur:</i></p> <ul style="list-style-type: none"> <li><i>Misuse of grant funds,</i></li> <li><i>Failure to provide documentation demonstrating that grant funds were spent in the manner they were approved by the City,</i></li> <li><i>Failure to follow the terms outlined under this Policy and in the approved grant application,</i></li> <li><i>Major changes to the event, activity, competition without prior City approval.</i></li> </ul> <p><i>It is the responsibility of the applicant to return any unspent grant funds within the required time frame. A grant recipient may be deemed ineligible to apply for future grant opportunities through the Community Grant Program for late return or failure to return the unspent grant funds.</i></p> <p><i>It is the responsibility of the applicant to submit the required documentation within the required timeframe. A grant recipient may be deemed ineligible to apply for future grant opportunities through the Community Grant Program for late submission of documentation, incomplete/insufficient documentation, or failure to submit documentation.</i></p>

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## Proposed Policy Update #3- Community Impact

Collect community impact information in the post event audit for community events and activities to better assess success and how residents of Santa Clara were served.

Current Language	Proposed Updated Language
<p><i>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.</i></p>	<p><i>If the applicant received grant funding, the applicant shall submit within 30 days after the Community Event/Activity documentation of:</i></p> <ul style="list-style-type: none"> <li><i>Proof of all allowable expenses incurred (e.g., receipts and invoices) and demonstrate that the grant funds have been spent in the manner and for the purposes stated in the approved application</i></li> <li><i>Attendance numbers</i></li> <li><i>Community Impact</i></li> <li><i>Fundraising actuals, if applicable</i></li> </ul>

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## Proposed Policy Update #4- Eligibility Criteria

Clearly define the specific focus and scope of the Community Grant Program to encourage community events and activities that are uniquely important and beneficial to Santa Clara.

Current Language	Proposed Updated Language**
<p>a) Provides a benefit to Santa Clara residents</p> <p>b) Contributes positively to the recognition and image of the City of Santa Clara</p> <p>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</p> <p>d) Aligns with established Council Goals*</p> <p>e) Grant Funds will not be used for political or religious purposes</p> <p>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</p> <p><small>*Council Goals: Promote and Enhance Economic and Housing Development; Enhance Community Sports and Recreational Assets; Deliver and Enhance High Quality Efficient Services and Infrastructure; Maintain adequate Staffing Levels; Enhance Community Engagement and Transparency; Ensure Compliance with Measure J and Levi's Stadium</small></p> <p><small>**For Community Events/Activities. There are separate eligibility requirements for Youth Competitions/Performances which include the proposed changes in sections 'd' and 'e.'</small></p>	<p>a) Must be held within the City of Santa Clara</p> <p>b) Provides a Community benefit to the residents of Santa Clara</p> <p>c) Must 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</p> <p>d) Aligns with the following grant focus areas:</p> <ul style="list-style-type: none"> <li>• Santa Clara Identity/Culture/Representation/Equity</li> <li>• Santa Clara Youth</li> <li>• Community Service</li> </ul> <p>e) Consistent with applicable federal and state laws regarding limitation on use of public funds. Public funds shall not be used for the following:</p> <ul style="list-style-type: none"> <li>• Religious Purposes. Grant funds shall not be used to conduct religious services or ceremonies. A grantee shall not spend any portion of the grant to inhibit or promote religion, nor to convey a religious message.</li> <li>• Political Purposes. Grant funds shall not be used for political purposes, such as political advocacy efforts whether for or against a political candidate, ballot measure, or bill.</li> </ul> <p>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</p>

## Eligibility Criteria (contd.)

The proposed changes to the Policy's eligibility criteria include:

- Clarifying language that states Community Events/Activities must be held within the City of Santa Clara
- Replacement of *Council Goals* with *Grant Focus Areas*
- Definitions of political and religious purposes consistent with federal and state law

## Proposed Policy Update #5- Eligible Events

Expand the Community Grant Program to include workshops, programs, and projects as eligible Community Events/Activities

Current Language	Proposed Updated Language
<p><i>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.</i></p>	<p><i>To establish a standardized process to award grants to qualifying 501 (c)(3) non-profit community organizations, youth athletic groups or organizations, educational groups or organizations, or individuals that have a financial need for the use of supporting high impact events, activities, programs, community projects (collectively referred to in the Policy as Community Events/Activities), and youth competitions and performances in which the main purpose is to directly benefit the City of Santa Clara and its residents, students, and schools.</i></p>



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## Proposed Policy Update #6- Eligible/Ineligible Expenses

Expand eligible essential event expenses and clearly define ineligible expenses.

Current Language	Proposed Updated Language
<p><i>Allowable expenses shall be defined as: City permits, Fees and Services, Venue, Food and Beverage, Trash/Recycling, and Stage/Tent Rentals. Grant funds requested for Food and Beverage do not exceed 15% of the total grant amount or \$1,500.</i></p>	<p><i>Grant funds may only be used for the following eligible expenses for the Community Event/Activity:</i></p> <ul style="list-style-type: none"> <li>• <i>City permits, fees and services,</i></li> <li>• <i>Venue rental fees and related insurance;</i></li> <li>• <i>Food and non-alcoholic beverage (Food and beverage costs should not exceed 15% of the total grant request amount)</i></li> <li>• <i>Trash and recycling</i></li> <li>• <i>Stage, tent, and equipment rentals</i></li> <li>• <i>Marketing, promotion, and advertising (excluding consultant services and marketing materials production)</i></li> <li>• <i>Incidental, one-time related expenses specifically for the Community Event/Activity</i></li> </ul> <p><i>Grant funds shall not be used for costs related to the following:</i></p> <ul style="list-style-type: none"> <li>• <i>Gifts and giveaway items (e.g., gift cards, raffle baskets, and prizes)</i></li> <li>• <i>Programmatic expenses such as applicant's staff time, overhead costs, consultant services, and payment of hired staff</i></li> </ul>



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# Recommendation

Approve amendments, if any, to Policy and Procedure 049 (“Community Grant Policy”) and bring forth to City Council for consideration and approval.



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# Questions and Answers

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The image shows a presentation slide for the Governance and Ethics Committee. On the left is the official seal of the City of Santa Clara, California, featuring a mission building, the year 1852, and the motto 'THE MISSION CITY'. The slide title is 'Governance and Ethics Committee' and the main topic is 'Item #2 - Review of the Proposed Policy and Procedure 049 Community Grant Policy'. The date 'July 2, 2024' is displayed at the bottom right of the slide area.