



City of Santa Clara

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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.

Table 1. Wade Brummal Youth Sports Scholarship Program Financial Grants FY 2014/15 - FY 2024/25	
Fiscal Year	Amount
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
Total Distributions:	\$192,479

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

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 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



CITY OF SANTA CLARA WADE BRUMMAL SCHOLARSHIP PROGRAM GUIDELINES

Background

The Wade Brummal Scholarship Program was established in 2015 after an extensive outreach process. The Program is named after Wade Brummal who taught at Santa Clara High School, was the founder of the Santa Clara Weekly, and as a Santa Clara resident has been supportive of "access for all" in youth sports. The Program's objective is to provide financial assistance to Santa Clara youth who wish to play in organized youth sports programs but may not have the financial means to participate in these programs.

Since the Program was established, it has generated over \$262,000 to support youth sports organizations as they have provided scholarships for athletes, paid for player uniforms, travel and competition fees, and necessary equipment. Twenty-eight grants have been allocated from this Program.

Currently, the community desires to update the Wade Brummal Scholarship Program and Grant Guidelines to better reflect the needs of youth sports and the community. The update further defines eligible expenses and protocols for applying and awarding grants to youth sports organizations.

The Program is administered by the Parks & Recreation Department of the City of Santa Clara.

Wade Brummal Scholarship Program Grant Process

1. Youth Sports Organization (YSO) submits rosters of non-resident participants and pays fee;
2. YSO may submit a scholarship reimbursement request and/or a grant request to the City once per year for eligible expense;
3. City processes the scholarship/grant request and determines the eligibility of the request;
4. City issues payment to YSO.

Who Participates

Any non-profit youth sports organization (YSO) that receives a permit to host their program in a City of Santa Clara facility; and that program allows non-resident athletes to participate in the sport; are required to participate in the Program.

Program Participation Process

YSOs utilizing City facilities for their program must submit annual participant rosters to the Parks & Recreation Department by April 15th. Rosters must cover the program year

(July 1-June 30) and include participant information: resident/non-resident status, address, zip code and school. YSOs must contribute \$25 per sport per year for each non-resident athlete on the roster. The City shall invoice the YSO for any monies owed to the Program. Invoices will be due within 30 days of receipt.

Fees and program guidelines are subject to change with review by the Parks & Recreation Commission. The following fees are recommended through Fiscal Year 2027/28.

Fiscal Year	2024/25	2025/26	2026/27	2027/28
Wade Brummal Annual Fee	\$25	\$25	\$35	\$45

Payment

Fees shall be made payable to the City of Santa Clara-Wade Brummal Youth Sports Scholarship Program and be sent or dropped off at the Parks & Recreation Department, 1500 Warburton Ave., Santa Clara, CA 95050.

Program Definitions

1. Non-Resident: A "non-resident" is any player/athlete 18 and under who does not reside within the geographic boundaries of the City of Santa Clara or the boundaries of the Santa Clara Unified School District (SCUSD).
2. Youth Resident: A resident is any player/athlete 18 and under who resides within the City of Santa Clara or is enrolled in the SCUSD or a private school located in the City of Santa Clara.
3. Non-profit Youth Sports Organization: A registered 501(c)3 non-profit organization serving Santa Clara youth, located in the City of Santa Clara, that is registered with the State of California, operating exclusively for the welfare and development of a youth sport rather than commercial.
4. Proof of Residency: It will be the responsibility of the leagues to verify residency. Leagues will disclose non-residents on rosters submitted to the Parks & Recreation Department. The roster shall include the following information: name/initials, address, zip code, and school attendance for each participant.

Scholarship/Grant Eligibility

YSO must be Santa Clara based, non-profit youth sports organization, serving youth under the age of 18. YSO must contribute to the Program, be current in their payment to the Program, and comply with Title IX; the federal law that prohibits discrimination on the basis of gender in schools that receive federal funding including in their athletics programs.

Scholarship/Grant Non-Eligibility

- School-based, youth athletic programs.
- Reimbursement of field permit fees.
- Reimbursement facility rental fees.
- Reimbursement of any fees for sports membership or associations related to certifications.
- Reimbursement for liability insurance.

Grant Application

Online forms for these grants are available on the City Parks & Recreation Department website, under the tab "Scholarships and Grants". (City of Santa Clara Wade Brummal Grant Application). Grant applications may be submitted as early as April 15 but will be due by July 1 of each year for the expenses related to the previous year.

Grant Submission

All scholarship and grant submissions must include:

1. A completed application;
2. Submission of all back up documentation such as rosters, receipts, and a spreadsheet summary;
3. Itemized receipts from purchases with the date of the purchase; and
4. Organizations have no more than 60 days to complete the application process and provide approved receipts or the application will be disqualified.

Priorities of Funding

1. Participant Scholarships
 - a. Reimbursement of a YSO direct financial assistance to support disadvantaged athletes in the sport. Individuals must be qualifying residents of the City of Santa Clara.
 - b. YSO may qualify the athlete for a scholarship based on participation in a government support program such as WIC, SNAP, a reduced utility program, free and reduced lunch or other social service, or an expressed hardship.
2. Sports Equipment and Related Expenses
 - a. Competition/tournament fees, uniforms, training equipment, or other expenses that enable the scholarship athlete to play.
 - b. Organizational expenses related to volunteer coaches' certifications or volunteer fingerprinting.

Limit of Request(s)

1. An application will be considered for administrative approval for up to \$2,500 by the Parks & Recreation Department. Staff reserves the right to approve partial funding or to deny requests.
2. An application for over \$2,500 will be reviewed by the Parks & Recreation Commission for a recommendation of approval. The Commission reserves the right to approve partial funding of requests or to deny requests.
3. A request for funds may be made by any organization no more than one time per year.
4. If the balance of available funds in the Wade Brummel Scholarship Program is greater than \$50,000 at the end of the fiscal year, the Parks & Recreation Commission may choose to:
 - a. Contribute funds towards activities that would benefit Santa Clara youth sports based on staff recommendation.
 - b. Consider requests from non-contributing Santa Clara-based YSOs and programs (i.e. groups who do not pay into the program for non-residents) for scholarships and grants related for qualifying players/athletes of the City of Santa Clara.

All Wade Brummel Scholarship Program Guidelines will be in effect for any funding allocations related to this program.

Disclaimer

Contributions to the Program do not constitute a guarantee of funding.