



City Council Meeting

Item 3. Action on the Community Grant Policy and Establish a No-fee Parade Permit for Santa Clara Non-Profit Organizations

September 18, 2018



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

Background – Community Grant Policy

- Draft Sponsorship policy was approved by the Governance Committee at the November 13, 2017 meeting
 - Staff further reviewed the Policy after Committee approval
- Council Policy 014 “Funding Requests - Championship Teams/Individual”
- By consensus, Council directed staff to bring forth for Council consideration a No-Fee Parade Permit



Community Grant Policy – Recipients

- Potential Recipients of Community Grants
 - Qualifying non-profit community organizations
 - Athletic groups or organizations
 - Educational groups or organizations
 - Individuals for events, activities, and competitions

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Community Grant Policy – Eligibility Criteria

- The event or activity being funded by the City's grant must:
 - Provide a benefit to Santa Clara residents, students, or schools
 - Contribute positively to the recognition and image of the City
 - Align with established Council goals
 - Not be used for political or religious purposes
 - Be open to the general public

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Community Grants Funding and Process

- Annually, Council appropriates Community Grant funding (FY 2018/19: \$100,000) and Championship Team events and performances (FY 2018/19: \$36,000)
- City Manager is authorized to award Grants subject to the conditions of the Policy and availability of funds
- Establishes standardized process
- Funding criteria for Championship Team events and performances are consistent with Council Policy 014

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No-fee Parade Permit for Santa Clara Non-Profit Organizations

- Includes all costs related to a parade (e.g., permit application, street closures, hanging of banners, public safety services)
- Available for Registered Santa Clara non-profit organizations for up to 1,000 attendees (as estimated)
- City Manager is authorized to issue up to five (5) permits per year unless approved by Council

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Recommendations

- Adopt a resolution to approve the Community Grant Policy and rescind Council Policy 014 “Funding Requests for Championship Teams/Individuals”
- Adopt a resolution amending the FY 2018/19 Adopted Municipal Fee Schedule to add a no-fee Parade Permit subject to the conditions outlined in the staff report

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