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Title: Action on Community Grant Request from the Santa Clara Women’s League for Use of City Facilities in 2020

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Attachments: 1. Community Grant Policy, 2. Santa Clara Women’s League Community Grant Application and Special Event Applications

Date	Ver.	Action By	Action	Result
10/29/2019	1	City Council and Authorities Concurrent	Approved Staff Recommendation	

REPORT TO COUNCIL

SUBJECT

Action on Community Grant Request from the Santa Clara Women’s League for Use of City Facilities in 2020

BACKGROUND

On September 18, 2018, the City Council adopted Resolution No. 18-8605 approving the Community Grant Policy (Policy), which established a program to award grants that provide a public benefit for the City of Santa Clara and its residents (Attachment 1). The Policy provides a standardized process to award grants to qualifying non-profit community organizations, athletic groups or organizations, educational groups or organizations, or individuals, for events, activities, and competitions. Applications for the Community Grant program are submitted to the City Manager’s Office and evaluated by staff for consistency with the policy. The City Manager is authorized to award grants consistent with the Policy up to \$10,000 per applicant on a first come-first served basis throughout the fiscal year.

DISCUSSION

Founded in 1983, Santa Clara Women’s League is a non-profit organization dedicated to supporting the Santa Clara Senior Center’s Health and Wellness Program. The group annually produces “Showtime,” a melodrama performance held in March of each year at the City’s Community Recreation Center. The net proceeds from Showtime are donated to the City’s Senior Center Health and Wellness Program, which provides health education, healthcare coaching, social engagement, home visits, and blood pressure checks to seniors as well as hosts the “Be Strong Live Strong Health and Wellness Fair.” The Santa Clara Women’s League donated \$20,000 to the Health and Wellness Program in 2016, \$15,000 in 2017, \$15,000 in 2018, and \$15,000 in 2019. The group anticipates raising \$15,000 from next year’s Showtime performances for their annual donation.

On August 30, 2019, the Santa Clara Women’s League submitted a Community Grant request (Attachment 2) that, if approved, would cover the full cost of their use of the City’s Community Recreation Center and Santa Clara Senior Center for their annual 3-day Showtime performance on March 6-8, 2020, seventeen (17) Showtime rehearsals, five (5) Showtime Committee meetings, and nine (9) general meetings (for a total of 34 facility uses). The total request of \$14,549 is equivalent to the current FY 2019/20 City cost recovery rates for staff, equipment and facility use. While the request exceeds the \$10,000 maximum grant request limit authorized under the Community Grant Policy, the City approved a similar grant request in January 2019 in the amount of \$17,159 to cover the cost of the Santa Clara Women’s League’s use of the City’s Community Recreation Center and Senior Center meetings and performances.

The Policy requires that events and activities being funded by the community grant must meet all of the following criteria:

- a) Provides a benefit to Santa Clara residents;
- b) Contributes positively to the recognition and image of the City of Santa Clara;
- 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, the proceeds from the fundraising activity will support programs, services, or events for residents of the City of Santa Clara.

Based on the information provided in Santa Clara Women’s League’s application, the events and activities for which the community grant will cover meet all the eligibility criteria set forth in the Policy.

The Santa Clara Women’s League application requests use of City facilities on 34 occasions in 2020. Table 1 below provides the projected costs covered by the request based on the current municipal fee schedule. These costs are anticipated to change as part of the proposed User Fees for Cost of Services - Phase II of the Municipal Fee Schedule, which is currently scheduled for Council’s consideration at the November 19, 2019 Council meeting.

Activity	Facility	Anticipated Facility Rental, Staffing and Equipment Costs
Showtime performances (3 days)	Community Recreation Center	\$9,327.50
Showtime rehearsals (17 rehearsals)	Community Recreation Center (4 rehearsals) and Senior Center (13 rehearsals)	\$4,809.50
Showtime committee meetings (5 meetings)	Senior Center	\$250.00
General monthly meetings (9 meetings)	Senior Center	\$162.00

TOTAL	\$14,549.00
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If the Community Grant is approved, consistent with other Community Grant awards, staff will request Santa Clara Women’s League to submit a reporting of the attendance for each of the Showtime performances held from March 6-8, 2020 and overall revenues within 30 days of event completion.

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

Council approved \$100,000 in the FY 2019/20 Adopted Operating Budget to fund community grants. As of the writing of this report, \$37,419 in grant funds was approved for FY 2019/20 in accordance with the Community Grant Policy as detailed in the table below.

Organization	Event(s)	Grant Amount
Catalyze SV on behalf of Soc Good Fund	Envisioning Great Places - October 16, 2019	\$1,205
Community X on behalf of TA Inc	Cx: The Element of Change Social Impact Summit 2019 - September 27, 2019	\$10,000
Historic Preservation Society Santa Clara	2019 Historic Home Tour Dinner - December 7, 2019	\$4,105
Kidzrule, Inc.	Santa Clara Children's Business Fair - October 12, 2019	\$1,911 <i>*Remaining grant amount issued in FY 19/20</i>
Positive Alternative Recreation Teambuilding Impact	ExPosure Charity Fashion Show - October 24, 2019 and four youth training events on September 21 & November 9, 2019 and February 22 & April 18, 2020	\$10,000
Santa Clara Firefighters Foundation	Firehouse Run - December 1, 2019	\$10,000
Santa Clara Women's League	Showtime (Performance, Rehearsals, Meetings) and Regular Monthly Meetings - various dates from January to December 2019	\$198 <i>*Remaining grant amount issued in FY 19/20</i>
Total Grant Funds Approved for FY 19/20 to Date		\$37,419

The remaining balance available in the Community Grant budget allocation is \$62,581.

COORDINATION

This report was coordinated with the City Attorney's Office, the Parks and Recreation Department and the Finance Department.

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

Approve a community grant for the Santa Clara Women's League in the not-to-exceed amount of \$14,549 and authorize the City Manager to adjust the final grant amount, subject to the approval of User Fees for Cost of Services - Phase II of the Municipal Fee Schedule.

Reviewed by: Ruth Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Community Grant Policy
2. Santa Clara Women's League Community Grant Application and Special Event Applications