



City of Santa Clara

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Agenda Report

20-107

Agenda Date: 2/11/2020

REPORT TO COUNCIL

SUBJECT

Recognition of Recipients of the Grants from Proceeds of the 2019 Santa Clara Art & Wine Festival

BACKGROUND

The City of Santa Clara Art & Wine Festival (Festival) completed its 39th consecutive year in Central Park and hosted over 50,000 attendees on the third weekend of September 2019. The event featured over 150 artist booths, three live entertainment stages, event sponsor activation booths, a "kid's kingdom" with festival rides, City department services and information booths, a food alley and a food court with over 25 local non-profit charities selling food and beverages. The Festival generates revenue to cover expenditures from parking, artist jury fees, booth fees, sponsors, ATM fees, Kid's Kingdom carnival and ride tickets, as well as the Parks & Recreation Commission (Commission) commemorative glass and token booths. In addition, funds are raised to give grants to local community non-profit organizations and programs.

Local youth and/or senior serving programs that do not have a fundraising booth (such as food or beverage booths on the Festival's Food Alley) and who commit to providing volunteers to assist in the Commission's booths at the Festival are eligible to receive a Festival community grant. For the 2019 Festival, this included the Santa Clara Schools Foundation, the Santa Clara PTSA Grad Night Committee, Wilcox High PTSA Grad Night Committee and the Santa Clara Police Activities League. The Parks and Recreation Commission reviewed applications from these groups and is recommending that grants in the total amount of \$56,000 be approved.

DISCUSSION

On January 21, 2020, the Commission recommended that the City Council approve grant disbursements in the amount of \$56,000 as noted in the table below.

Organization/Program Support	Amount
Santa Clara Schools Foundation	\$18,000
Santa Clara Police Activities League	\$18,000
Santa Clara High School Grad Night	\$10,000
Wilcox High School Grad Night (aka Senior Send Off)	\$10,000
Total to be disbursed:	\$56,000

The Parks & Recreation Commission will attend the Council Meeting to recognize the non-profit organizations with the Council under a Special Order of Business item.

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 General Fund from the recommended action. Appropriation of funds and approval of disbursement are addressed under a separate item on the Council Agenda. See separate Report to Council 20-69 - Action on Disbursements of Proceeds from the 2019 Santa Clara Art & Wine Festival and Related Budget Amendment.

COORDINATION

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

PUBLIC CONTACT

Public contact was made by posting the Council and Authorities Concurrent Meeting 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, e-mail [<clerk@santaclaraca.gov>](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Recognize the recipients of the 2019 Art & Wine Festival grants.

Prepared by: James Teixeira, Director of Parks & Recreation

Approved by: Deanna J. Santana, City Manager