



Agenda Report

20-97

Agenda Date: 1/21/2020

REPORT TO PARKS & RECREATION COMMISSION

SUBJECT

Action on Recommendation for Disbursement of Proceeds from 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, carnival ride tickets, as well as Parks & Recreation Commission (Commission) commemorative glass and token booths. The Parks & Recreation Department (Department) coordinates special event advanced planning, logistics, security, set-up, day of Festival support and clean-up. The Department and Commission also work extensively with contractors and community volunteers to ensure the success of the Festival. The City contracts with vendors to provide Festival tents, booths, staging, sound systems and live music/entertainment, security, carnival rides, marketing, portable toilets, communication/radios, ATMs, Square, and others. The City contracts with the Santa Clara Rotary Foundation to provide beer/wine service including ABC permit, beverages, supplies, equipment, materials, and volunteers.

In spring 2019, the Commission reviewed applications from non-profit community programs eligible to receive financial grants from the Festival. These included the Santa Clara Schools Foundation, Santa Clara High PTSA Grad Night Committee, Wilcox High PTSA Grad Night Committee, and Santa Clara Police Activities League. The Senior Center Health and Wellness Program provided volunteers for glass and token booths; it is a City program funded through the City General Fund, grants and donations.

DISCUSSION

On January 21, 2020, the Commission will review the 2019 Art & Wine Festival grant account revenues, expenditures and recommended grant amounts. The Festival grant account carryover balance as of July 1, 2019 was \$194,344. The Festival grant account maintains a target annual remaining balance of approximately \$150,000 to \$195,000 for future Festival start-up costs, materials, supplies, promotion, etc. Revenues from the 2019 Commission’s Festival glass and token sales were \$149,440 and expenditures were in the amount of \$130,910, resulting in net balance increase of \$18,530 for a Festival grant account remaining balance of \$212,874.

If \$60,000 is awarded in grants, the remaining balance will be \$152,874 for future Festival expenses.

Staff recommends that the Commission recommend that the City Council approve grant disbursements in the amount of \$60,000 as noted in the table below.

Organization/Program Support	Amount
Santa Clara Schools Foundation	\$20,000
Santa Clara Police Activities League	\$20,000
Santa Clara High School Grad Night	\$10,000
Wilcox High School Grad Night (aka Senior Send Off)	\$10,000
Total to be disbursed:	\$60,000

The Commission will be invited to attend the Council Meeting to recognize the non-profit organizations with the Council.

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

The Festival grant account, held in the Public Donations Fund, carryover balance as of July 1, 2019 was \$194,344. The Festival grant account maintains a target annual remaining balance of approximately \$150,000 to \$195,000 for future Festival start-up costs, materials, supplies, promotion, etc. Revenues from the 2019 Commission Festival glass and token sales were \$149,440 and expenditures were in the amount of \$130,910 (\$60,519 contractual; \$56,856 labor (transfer to Citywide Special Events program discussed below), materials/supplies \$13,535), resulting in a net balance increase of \$18,530 and a Festival grant account remaining balance of \$212,874. If \$60,000 is awarded in grants, the remaining balance will be \$152,874 for future Festival expenses.

Park & Recreation Fundraising Account	
Description	Amount
Starting Balance/Reserve (as of July 1, 2019)	\$194,344
Revenue	\$149,440
Expense	(\$130,910)
Subtotal:	\$212,874
Community Grants:	(\$60,000)
Carry forward for Future Festival:	\$152,874

General Fund, Parks and Recreation Citywide Special Events program shares participation of the Festival. Its share of Festival operations is as follow: non-Commission Festival revenue generating activities such as artist jury and booth fees, food permit fees, ATM fees, parking fees were in the amount of \$119,717 with non-Commission Festival expenditures in the amount of \$105,713; netting \$14,004 of surplus.

COORDINATION

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

PUBLIC CONTACT

Public contact was made by posting the Parks & Recreation Commission's 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

Recommend that Council approve grant disbursements in the amount of \$60,000 to local programs and services.

Prepared by: Cheri Fulk, Management Analyst

Approved by: James Teixeira, Director of Parks & Recreation