



Agenda Report

19-056

Agenda Date: 1/15/2019

REPORT TO COUNCIL

SUBJECT

Action on Community Grant Request from the Santa Clara Women's League

BACKGROUND

On September 18, 2018, the City Council adopted Resolution No. 18-8605 authorizing the Community Grant Policy establishing a program to award grants that provide a public benefit for the City of Santa Clara and its residents (Attachment 1). The Community Grant Policy (Policy) established 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

On December 17, 2018, the Santa Clara Women's League submitted a Community Grant request (Attachment 2) to allow their use the City's Community Recreation Center and Santa Clara Senior Center at no cost for their annual Showtime performances on March 1-3, 2019, 16 Showtime rehearsals, five Showtime Committee meetings, and nine general meetings (for a total of 33 facility uses). The total request is equivalent to \$17,159, which exceeds the \$10,000 maximum authorized under the Community Grant Policy.

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 produces a melodrama performance, Showtime, annually every March. Proceeds from Showtime are donated to the Senior Center's Health and Wellness Program, which provides health education, healthcare coaching, social engagement, home visits, and blood pressure checks to seniors and supports 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, and \$15,000 in 2018. The group anticipates raising \$15,000 from this year's Showtime performances for their annual donation.

Although there was not a Council-authorized policy to allow for a reduction or City contribution of facility fees, the Santa Clara Women's League has historically not been charged rental fees for its activities due to the group's contributions to the Senior Center Health and Wellness Program. The recently adopted Community Grant Policy now provides the framework for organizations to request grant funds providing for among other items, reduced or no cost City permits and/or City facility fees.

The Santa Clara Women's League application requests use of City facilities on 33 occasions over 2019. Below is a breakdown of the anticipated costs for the request:

Activity	Facility	Anticipated Facility Rental and Staffing Costs
Showtime performances (3 days)	Community Recreation Center	\$10,281
Showtime rehearsals (16 rehearsals)	Community Recreation Center (4 rehearsals) and Senior Center (12 rehearsals)	\$5,218
Showtime committee meetings (5 meetings)	Senior Center	\$490, but subject to change pending FY 19-20 staffing and facility rental costs
Monthly general meetings (9 meetings)	Senior Center	\$1,170, but subject to change pending FY 19-20 staffing and facility rental costs
TOTAL		\$17,159, but subject to change pending FY 2019/20 Municipal Fee study and staff and facility rental costs

Seven of the meetings (three Showtime committee meetings and four general meetings) that are included in the request are scheduled between September and December 2019, which fall under FY 19/20. The City has not yet adopted the Municipal Fee Schedule for FY 19/20 so the actual costs for those seven meetings are subject to change. It is recommended that Council authorizes the City Manager to adjust the grant amount for the FY 2019/20 incremental facility rental costs, if needed.

The intent of the Community Grant Policy is to award grants for events that provide a benefit to Santa Clara residents. While the Santa Clara Women's League's donations and volunteerism provide a benefit to the Senior Center and in general to the Santa Clara senior population, the request to use City facilities free of charge for general meetings, is not entirely consistent with the Policy. Staff is aware that there is a shortage of free meeting space for many Santa Clara nonprofit organizations. The City's Municipal Fee Schedule currently accommodates a subsidy to nonprofits by reducing the fees charged to levels below cost recovery.

It should be noted that the Santa Clara Women's League's request did not include additional costs that are associated with booking the City facilities, such as deposit fees and other governmental permits that are required for selling food and beverages at the Showtime performance. To use City facilities, the Santa Clara Women's League will need to provide deposit fees of \$50 per type of reservation which is returned to the facility user if no issues arise while using the facilities. Selling food and beverage require permits from the County (Health permit) and State (Department of Alcoholic Beverage Control).

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 a one-time allocation \$100,000 in the FY 18-19 Adopted Budget to fund community grants. As of the writing of this report, \$30,618 in grant funds was approved in accordance with the Community Grant Policy or prior to adoption of the policy as detailed in the table below.

Recipient Organization/Event	Grant Amount
Korean American Chamber of Commerce of Silicon Valley/Korea Day	\$6,602
Santa Clara Firefighters Foundation/Firehouse Run	\$10,000
Miss Santa Clara Scholarship Organization/Miss Santa Clara and Miss Santa Clara's Outstanding Teen Competition	\$5,185
Santa Clara County Camellia Society/78th Annual Camellia Flower Show	\$8,831
Total Grant Funds Approved Year-To-Date	\$30,618

The remaining balance available in the Community Grant budget allocation is \$69,382.

COORDINATION

This report was coordinated with the Parks and Recreation and Finance Departments 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 <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

ALTERNATIVES

1. Approve a community grant for the Santa Clara Women's League in the not-to-exceed amount of \$17,159 and authorize the City Manager to adjust the grant amount for changed FY 2019/20 Facility Rental charges;
2. Approve a community grant for the Santa Clara Women's League in an amount not to exceed \$10,000 consistent with the existing Community Grant Policy; or
3. Any other alternative as directed by the Council.

RECOMMENDATION

Staff makes no recommendation.

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 Application