



CITY COUNCIL STAFF REPORT

MEETING DATE: September 23, 2024

ITEM TITLE: Consideration of Adopting a Resolution Establishing a One-Time Centennial Community Grant Program Utilizing Funds Allocated to the Centennial Celebration Event Budget to Support Non-Profit Community Organizations' Centennial Programs and Events.

RECOMMENDATION:

Staff recommends that the City Council adopt a Resolution establishing a one-time Centennial Community Grant Program utilizing funds allocated to the Centennial Celebration Event budget to support non-profit community organizations' centennial programs and events.

FISCAL IMPLICATIONS:

There is no fiscal impact and no additional appropriation is needed. The City Council appropriated \$250,000 in Fiscal Year (FY) 2023-24 and \$750,000 in FY 2024-25 for the Capital Improvement Program budget for Project C2309 Centennial Celebration Event. The current remaining fund balance is \$987,859.

The Centennial Community Grant Program funding budget shall not exceed \$250,000.

BACKGROUND:

In 2025, the City and community will celebrate our centennial. During the budget adoption process for FY 2023-25, staff proposed funding in the amount of \$1 million to support various centennial celebrations. On December 5, 2023, the City Council appointed twenty-two primary and seventeen alternate members to the City Centennial Advisory Committee ("Committee"), which consisted of representatives from the City Council, City commissions and committees, community organizations, business owners, residents, and the San Carlos School District. The Committee provided recommendations to the City Council and on April 22, 2024, the Council approved the presented recommendations, which were included in the adopted budget for FY 2024-25.

Additionally, the Committee brainstormed ideas for ways in which the community can celebrate together. Many members of the Committee are also involved in different community groups and organizations and bring their own experiences and ideas for celebrating San Carlos. The supplementary ideas developed for celebrations that can occur in the community include but are not limited to: a citywide art/poster contest, a San Carlos history book and story reading, floats in the Hometown Days parade, a treasure hunt, a San Carlos passport activity, a time capsule, a brochure/map of historical homes and buildings, San Carlos Centennial merchandise, spotlight of longtime San Carlos residents, and planting 100 trees.

ANALYSIS:

One of the City Council's strategic goals is to work with the Centennial Advisory Committee and engage with the community to plan for the City's centennial celebrations. Creation of this one-time grant program would encourage the greater San Carlos community to celebrate the centennial in different and unique ways, outside what City staff will focus on.

Should the Council authorize staff to move forward, a Notice of Funding Availability (NOFA) has been drafted for the Centennial Community Grant Program (Attachment 2) which outlines an overview of the program, types of eligible applicants, permissible uses, funding priorities, qualification criteria, program commitment, funding availability, application requirements, application review process, funding distribution, and application deadline. Additionally, the Grant Program Request Application (Attachment 3) includes information about the organizations applying, as well as a requested narrative of what program or event the grant monies will be used for. All applicants must agree to sign the City's Agreement for Receipt of Grant Funds (Attachment 4).

Applicants must be a San Carlos-based non-profit organization that serves the San Carlos community in order to qualify for the grant program. These may include community service-based foundations, or charitable, cultural, social, veterans', PTO/PTA, or youth-based organizations. Applicants must provide a current proof of non-profit status with the State of California. Other public agencies will be ineligible to receive funding.

A list of suggested centennial programs and events is included in the NOFA, but applicants may submit their own ideas. Applicants may submit one grant request up to \$30,000 for their proposed program or event. Funding allocations may cover the entire cost of the proposed program or event. Funds are expected to be distributed among several eligible organizations that best demonstrate the ability to meet the expectations of the grant program. The City is not required to distribute all funds, should total amount requested by all applicants not reach the \$250,000 of total funds available or if proposed programs or events do not meet the grant requirements. Should the funding requests exceed the grant budget, staff will determine an equitable approach to allocate funds to the applicants.

Next Steps

Should Council approve the Centennial Community Grant Program, the NOFA would be distributed starting September 27, 2024, and the City would immediately start accepting applications thereafter. The NOFA will be promoted through a robust outreach program to ensure all San Carlos-based non-profit organizations and groups are aware of the one-time grant opportunity. This shall include:

- City homepage news item
- City centennial webpage
- Parks and Recreation Monthly Newsletter
- City social media (Facebook, Nextdoor, X and Instagram)
- Emails directly to San Carlos non-profit community organizations

Interested applicants will be invited to attend a non-mandatory informational meeting on October 16, 2024 via Zoom. This will give the applicants a chance to ask any questions they may have about the grant program.

All applications must be received by Friday, November 22, 2024, by 5:00 p.m. to be considered for a grant. Applications will be reviewed by City of San Carlos staff to determine if they are complete and responsive to the request. Approval of grant applications shall be delegated to City staff. All grant recipients will be listed on the City's centennial webpage with links to the program or event in which they received funding for.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution Establishing a One-Time Centennial Community Grant Program Utilizing Funds Allocated to the Centennial Celebration Event Budget to Support Non-Profit Community Organizations' Centennial Programs and Events; or
2. Do not adopt the Resolution; or
3. Provide staff with alternative direction.

Respectfully submitted by:

Amy Newby, Parks & Recreation Director

Approved for submission by:



Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution
2. Centennial Community Grant Program NOFA
3. Centennial Community Grant Program Request Application
4. Receipt of Grant Funds Agreement Template