



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 3/24/98

AGENDA ITEM _____

WORKSESSION ITEM WS # 2

To: Mayor and City Council

From: Director, Finance and Internal Services

Subject: Review of proposed funding categories for the Community Promotions Program

Recommendation:

It is recommended that the City Council review and comment on the following report regarding the City's program for community promotion activities.

Background/Discussion:

The Community Promotions Program is contained in the General Fund Non-Departmental budget and provides grant funds for events and activities that benefit Hayward residents. Over the past five years, the Council has allocated between \$112,000 and \$140,000 annually to local groups. Grants have been provided in amounts from \$100 to \$42,500 to fund various organizations and activities such as the Hayward Historical Museum, Sun Gallery, American Independence Day and Cinco de Mayo celebrations, a coalition fighting homelessness in Alameda County, and coordination of an employment program for local youth.

During discussions on the 1997-98 budget, the Council mentioned possible refinements to the Community Promotions Program, including the possibility of developing eligibility criteria and a modified application process.

It should be noted that the Community Promotions Program is separate from the Social Services Program. The Social Services Program has specific eligibility criteria. Applications for grant funds are subjected to a formal review process involving the Human Services Commission and City staff. Applications undergo an intensive screening process and rating system.

Funding for programs under the Community Promotions portion of the non-departmental budget have not been determined in a similar manner in prior years. In response to Council's concerns that the process for funding Community Promotions activities be more clearly defined, staff has developed a set of proposed categories for Council's review. Staff would like to note that the categories, which follow, are to initiate discussion and provide a basis for establishing the scope of the Community Promotions program.

As Council considers the following proposed categories, it is important to note that three of the organizations, which were funded for 1997-98, would probably not fit any of the categories which are suggested in this report. The organizations are Eden Area Jobs for Youth, Emergency Services Network and the Hayward Chamber of Commerce. Two of these programs, however,

Eden Area Jobs for Youth and Emergency Services Network would be eligible for funding from the Social Services Program and/or CDBG funds.

The proposed categories are as follows:

- Celebrate cultural diversity
- Promote the arts
- Recognize the history of Hayward

By relying on the above categories to review funding requests for the upcoming fiscal year, staff will prepare specific funding recommendations for your consideration later this year.

Summary:

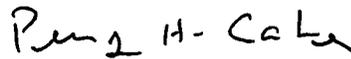
The Community Promotions Program provides funding for a variety of important programs and activities that serve our community. A better defined approach should result in a program that provides more structure and objective analysis and will allow the program to better meet the objectives of the Council.

Prepared By:



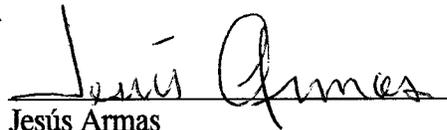
Denese Rohrer
Budget Administrator

Recommended By:



Perry H. Carter
Finance & Internal Services Director

Approved By:



Jesús Armas
City Manager