



WS# 2

DATE: April 8, 2008
TO: Mayor and City Council
FROM: Director of Finance and Internal Services
SUBJECT: Community Promotion Program

RECOMMENDATION

That Council reads and comments on this report, and provides direction related to the allocation of the \$135,000 available for the Community Promotion Program.

BACKGROUND

The Community Promotion Program provides grant funding for events and activities that benefit Hayward residents. Over the past several years, the Council has allocated between \$112,000 and \$180,000 annually to local groups. Council approved \$151,000 each year for FY 2007 and FY 2008. Individual grants have been provided in amounts from \$200 to \$47,750 to fund various organizations and activities. This year applicants were informed that the program funding would be decreased by 10%, due to the City's funding constraints.

The following Council approved categories were used to establish eligibility:

1. Promoting the arts
2. Celebrating cultural diversity
3. Celebrating the Hayward community

A copy of the Community Promotions Program Two-year Grant Application form is provided at Exhibit B.

DISCUSSION

For this two-year funding period, twelve organizations submitted applications on time; all of which met the eligibility criteria established by Council. Two organizations submitted applications after the deadline, and therefore will not be recommended for funding.

Exhibit A provides a listing of applicant funding requests and recommended grant awards. The funding recommendations are prorated based on need, available funding, prior year award amounts, and eligibility criteria. In comparing the FY 2008 awards to the FY 2009 and FY 2010 requests - five returning organizations requested the same funding level, while three returning

applicants requested an increase in funding, and three returning applicants requested a decrease in funding. In addition, the Hayward Veterans Post 870-The American Legion made a single year request in FY 2009 for observance of the Veteran's Day Parade, which will be held in Hayward this year.

The total amount requested for FY 2009 is \$173,811, or \$38,811 above the available funding of \$135,000. The total amount requested for FY 2010 is \$173,011 or \$38,011 above the available funding of \$135,000.

Highlights of Increases in Grant Requests (Please see applications available in the City Clerk's Office for more details.)

- Art Education and Exhibition Facility: Sun Gallery-The request is \$7,000 greater than FY 2008. No detailed explanation of increase. Prior year awards include FY 2007-\$37,000 and FY 2006-\$37,000. Attendance of Hayward residents is listed as 9,700 for 2009 and 11,500 for 2008.
- Music Program: Youth Orchestras of Southern Alameda County-The request is \$599 greater than the FY 2008 award. However, the request is \$500 less than the prior year. Prior year awards include FY 2007-\$5,901 and FY 2006-\$5,901. Attendance of Hayward residents is listed as 300 for 2009 and 500 for 2008.
- Hayward Zucchini Festival-The request is \$18,154 greater than the FY 2008 award, which is the same amount requested in the past two years. Prior year awards include FY 2007-\$1,846 and FY 2006-\$1,846. Attendance of Hayward residents is listed as 10,000 for 2009 and 20,000 for 2008.

Representatives of each of the organizations requesting Community Promotions Program funds have been notified of the time and location of the April 8th Council work session and have been invited to attend. Additionally, they will be notified of the public hearing, which will be held on Tuesday, June 10, 2008.

FISCAL IMPACT

The amount available for Community Promotion Program awards is \$135,000 in FY 2009 and \$135,000 in FY 2010, which is approximately a 10% reduction from the prior year, due to the City's budget constraints. Activities and programs that benefit the Community Redevelopment Agency, such as the Hayward-Russell City Blues Festival, The Hayward Municipal Band Concert Series, and the Hayward Arts Council-Arts Promotion will be funded with RDA monies. The remainder of the awards will be funded by the General Fund.

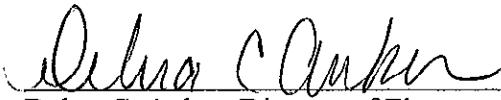
SCHEDULE

Based on Council's comments, staff will provide a revised summary of applications noting the Council recommended award amounts for each organization. The schedule will be submitted to the Council for review and approval with the Two-year Operating Budget at public hearing on June 10th and for final adoption on June 24, 2008.

**FY 2009-10 Community Promotion Program
Summary of Applications**

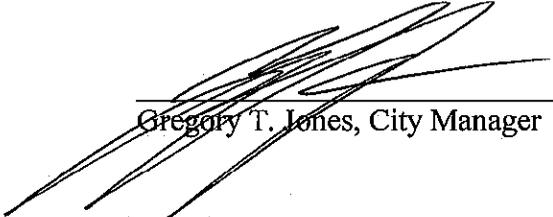
<i>Application Reference:</i>		2A	3C	3D, 2	2A	3D, 4	1B, 4	1B, 3	1B, 3			
Program Name	Sponsor	Eligibility Criteria	Total Attendance of Hayward residents	Total Organization Budget Expense	FY 09 % of program cost requested of the City	Type of Clientele Served	FY 08 Grant Award	FY 09 Grant Request	FY 09 Grant Recommended	FY 10 Grant Request	FY 10 Grant Recommended	
1	Art Education and Exhibition Facility	Hayward Forum of the Arts / Sun Gallery	Promote Arts	9,700	\$94,000	47%	Adults, youth, low income, shelter participants, cultural groups	\$37,000	\$44,000	\$33,300	\$44,000	\$33,497
2	Hayward-Russell City Blues Festival	Bay Area Blues Society	Cultural Diversity	2,000	\$178,114	15%	Adults, low income, youth	\$30,000	\$27,100	\$27,000	\$27,100	\$27,100
3	Art Promotion	Hayward Arts Council	Promote Arts	24,300	\$41,482	57%	Diversity of Hayward, scholarships to youth, all social economic status	\$23,848	\$23,848	\$21,463	\$23,848	\$21,590
4	Hayward Summer Concerts	Hayward Municipal Band	Cultural Diversity	2,400	\$18,509	100%	Adults, youth, seniors	\$18,509	\$18,509	\$18,370	\$18,509	\$18,509
5	Music Education	Pacific Chamber Symphony	Promote Arts	2,191	\$241,680	4%	Music students, elementary school children, low income schools	\$10,191	\$10,190	\$9,172	\$10,190	\$9,226
6	Music Education	Hayward Arts Council, Honor Band	Promote Arts	2,500	\$7,800	100%	Youth, Hayward diversity	\$7,830	\$7,800	\$7,741	\$7,800	\$7,800
7	Fourth of July	South Hayward Lions Club	Cultural Diversity	3,000	\$6,464	100%	Youth, seniors and veterans, low income families	\$6,464	\$6,464	\$6,416	\$6,464	\$6,464
8	Music Program	Youth Orchestras of Southern of Alameda County	Promote Arts	300	\$47,365	14%	Youth, families with music students, school music teachers, general public	\$5,901	\$6,500	\$5,311	\$6,500	\$5,342
9	Hayward Volunteer Recog and Awards Dinner	Hayward Volunteer Recog and Awards Dinner	Celebrate Hayward	360	\$15,100	20%	Volunteers from all walks of life	\$3,000	\$3,000	\$2,978	\$3,000	\$3,000
10	Hayward Zucchini Festival	Hayward Zucchini Festival	Celebrate Hayward	10,000	\$135,000	15%	Youth, adults, senior citizens, low income	\$1,846	\$20,000	\$1,661	\$20,000	\$1,672
11	Memorial Day Celebration	Allied Veterans Memorial Day Committee	Cultural Diversity	800	\$7,150	11%	Veterans, Hayward community	\$800	\$800	\$794	\$800	\$800
12	Veteran's Day Observance	Hayward Veterans Post 870 - The American Legion	Cultural Diversity	70	\$1,165	69%	Veterans, Hayward community (Parade rotates between five cities, this year will be in Hayward)	\$0	\$800	\$794	\$0	\$0
13	Cinco de Mayo / Mexican Independence Program	La Alianza de Hayward	Cultural Diversity	2,300	\$9,400	30%	Adult, Youth	\$3,111	\$2,800	late	\$2,800	
14	Dr. Martin Luther King, Jr. Birthday Celebration	Dr. Martin Luther King, Jr. Celebration Committee	Cultural Diversity	1,200	\$2,500	20%	The entire community is served; youth, adults - everyone. All social and economic strata are welcome to this free, non-commercial event.	\$2,000	\$2,000	late	\$2,000	
15	Admission Day Celebration	Native Daughters and Sons of the Golden West	Cultural Diversity					\$200	No application submitted			
							\$150,700	\$173,811	\$135,000	\$173,011	\$135,000	

Recommended by:



Debra C. Auken, Director of Finance and Internal Services

Approved by:



Gregory T. Jones, City Manager

Attachments:

Exhibit A – Summary of Applications

Exhibit B – blank copy of Community Promotions application form

Complete set of applications received is available for review in the City Clerk's Office



CITY OF
HAYWARD
HEART OF THE BAY.

Community Promotion Program

Two-Year

Grant Application

- Application deadline:** Wednesday, March 19, 2008.
- Mail application to:** City Of Hayward
Finance Department
ATTN: Denise Blohm
777 B Street
Hayward, CA 94541
- Submission requirement:** Submit one single sided, unstapled copy of the application.
- Application completion:** Applicants must complete all sections of the application and sign the application.
- Grant period:** This application is for two years (FY 2009 and FY 2010).
- Amount available:** \$135,000 per year will be considered for this program.
(This is a 10% or \$16,000 reduction from last year).
- Questions, please contact:** Denise Blohm
Denise.blohm@hayward-ca.gov
510-583-4014
- Electronic copy of form:** Please email Denise Blohm at
Denise.blohm@hayward-ca.gov
to receive a copy of the documents in MS Word and MS Excel.



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Part 1: Application Summary

1a. Organization Contact Information

1. Organization Name	
a. Main Address	
2. Organization Website	
3. Main Contact	
a. Name	
b. Phone Number	
c. Email	
d. Mailing Address	



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1b. Organization Summary, Grant Request

	FY 2009 is from July 1 , 2008 - June 30, 2009	FY 2010 is from July 1 , 2009 - June 30, 2010
<hr/>		
1. Total organization expenses	FY 2009 \$ _____	FY 2010 \$ _____
2. % of organization's expenses funded without City funds = (Organizational expenses minus city grant) / (Organization expenses)	FY 2009 _____%	FY 2010 _____%
<hr/>		
3. Requested City Grant Amount	FY 2009 \$ _____	FY 2010 \$ _____
4. Previous City Grant Amount Received	FY 2008 \$ _____	
5. City "Indirect" Support provided to organization		
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt).	FY 2009	FY 2010
1.		
2.		



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Part 2: Eligibility for Grant

2a. Check one eligibility criteria for the organization.

<input type="checkbox"/>	A. Promoting the arts to Hayward residents.
<input type="checkbox"/>	B. Celebrating cultural diversity with Hayward residents.
<input type="checkbox"/>	C. Celebrating the Hayward community with Hayward residents.

2b. Top five ways the organization contributes to the criteria selected above.

1.	
2.	
3.	
4.	
5.	



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Part 3: Organization Description

3a. Brief description of organization.

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3b. Top five organization goals (list in priority order).

1.	
2.	
3.	
4.	
5.	

3c. Top five organization events (list most attended events first).

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.			
2.			
3.			
4.			
5.			



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3d. Organization Overview

1. Number of years providing service to Hayward residents	_____ Years
2. Total Organization Expenses:	\$ _____
3. Non-City Funding: \$ / % of funding, other than City fund	\$ _____, _____%
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. 2. 3.

3e. Location of Organization's Events

1. List event locations (Street Address, City, and Zip Code) (For Hayward events, please use a red colored marker to mark the locations on the attached map)		
	Event	Location
A.		
B.		
C.		
D.		
E.		



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3f. Fundraising Efforts

Month / Year	Type	\$ Raised
/		\$ _____
/		\$ _____
/		\$ _____

Part 4: Organization's Financial Information

4a. Financial Statements (Attach the following items)

Attach →		
	1. 2007 financial statement	This is the organization's actual revenue and expenditures for the last reporting period.
	2. FY 2009 budget (July 1, 2008 thru June 30, 2009)	This is the organization's revenue and expenditure budget for 1) July 1, 2008 to June 30, 2009 and 2) July 1, 2009 to June 30, 2010.
	3. FY 2010 budget (July 1, 2009 thru June 30, 2010)	Include all of the organization's funding sources (as well as other grants or funding for which you have applied).

Note: See attached for an example of a budget worksheet.



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Part 5: Official Grant Application Signature

AUTHORIZED REPRESENTATIVE

Typed Name

Signature

Date

Note: The application must be signed by an officer or authorized representative of the applying organization.

-----For City Staff Use Only-----

Date Application Received: _____

Note: Late applications will not qualify for funding consideration.