



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: APRIL 9, 2024
DEPARTMENT: FINANCE DEPARTMENT
FROM: JIM PIA, INTERIM CITY MANAGER
SELINA ANDREWS, ASSISTANT FINANCE DIRECTOR
TITLE: ANNUAL BUDGET COMMUNITY SPONSORSHIP POLICY

RECOMMENDED MOTION:

Receive a report on the Annual Budget Community Sponsorship Policy and approve a Resolution approving said Policy.

EXECUTIVE SUMMARY:

Staff was directed by Council to develop an equitable and transparent process for which to review and provide consideration for community grants funded by the City's General Fund. The purpose for the community sponsorship grants is to provide an economic benefit to the City's business community, support non-profit organizations serving its residents, cultural, athletic, and educational enrichment. Accordingly, the staff developed a Sponsorship Policy (Policy) that defines a process, guidelines, and criteria governing the granting of City of Salinas funds or in-kind services. Furthermore, the Policy delineates procedures that are intended to help make the application process efficient while being responsive to the community's needs and values.

BACKGROUND:

City Council has previously demonstrated its support for sponsorship initiatives that provide a public benefit to people who live, work, and spend time in Salinas. As part of the FY 23-24 annual budget, City Council appropriated \$733,200 in community sponsorships and \$375,300 in separate funding agreements. Some of those events include the Airshow, Rodeo, Community Human Services, Salinas Valley Pride, Community Science Workshop, Salinas Regional Soccer Complex, Hartnell College Salinas Valley Promise.

In an effort to ensure transparency and equal access to government resources and to appropriately review and manage the volume of requests, the City was directed to establish a process for sponsorship of events or programs. Staff has been working to develop a policy and procedures outlining a process and presented it to the Finance Committee on February 6, 2024, followed by a presentation to City Council on March 5, 2024.

Since this item was brought to the Finance Committee meeting on February 6, 2024, and Council meeting on March 5, 2024, staff received feedback and significant changes to the Policy were addressed to include:

- Maximum funding limits;
- Exclude organizations that engage in political activity;
- Requirement to reimburse the City if funds are not spent as indicated on their application submission; and
- Include language that allows the City to work with applicants that submit an incomplete application prior to the submission deadline.

Staff wishes to continue its discussion and receive input for implementation of the Policy in the FY 24-25 Budget process.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

Economic Development- Sustain, encourage, and develop a diverse and thriving economy that benefits all Salinas residents and businesses and that contributes to the community's economic health.

DEPARTMENTAL COORDINATION:

This staff report was coordinated with the City Attorney's Office and City Manager's Office.

FISCAL AND SUSTAINABILITY IMPACT:

There is no fiscal impact associated with this item.

ATTACHMENTS:

Resolution
Sponsorship Policy Draft

RESOLUTION NO. _____ (N.C.S.)

ANNUAL BUDGET COMMUNITY SPONSORSHIP POLICY

WHEREAS, during the Fiscal Year 2023-24 Budget Process, the City Council directed staff to develop and bring back for the upcoming Fiscal Year, a Community Sponsorship Policy; and

WHEREAS, the City of Salinas seeks to provide Community Sponsorship support when funding allows during the Budget Process; and

WHEREAS, staff has worked to develop the proposed Community Sponsorship Policy and has worked through the City’s Finance Committee and City Council to complete the draft Policy ready for adoption.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council authorizes approval of the Annual Budget Community Sponsorship Policy.

PASSED AND APPROVED this 9th day of April 2024 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbley Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk