



Fy '25-'26 Community Sponsorships

September 23, 2025

City Council

Community Sponsorship Policy

On April 9, 2024, the Council approved the Community Sponsorship Policy.

The purpose is to establish a standardized process for city sponsorship awards to qualifying non-profit, community organizations, youth athletic groups, educational groups or individuals that provide a public benefit to City residents.

Community Sponsorship Fiscal Impact

- In FY 2024-2025 Council appropriated and awarded \$150,000 in community sponsorships
- For FY 2025-2026 Council appropriated \$150,000 for Community Sponsorships

- This is a competitive award program that agencies, groups and individuals can apply to with a max award of \$50,000.
- This year City received 37 applications for a total request of \$1,062,263.
- Applicants are scored and ranked using a rubric that gauges the Community Impact and the Intrinsic Cultural, Athletic Educational or Entertainment Value.

FY 25-26 Application & Scoring Process

Application & Scoring Process

- With requests outpacing fund availability, staff balanced community impact and number of awards in the recommendations.
- Most of the applications requested the max award of \$50,000.

- To maximize impact and total number of awards the ratings team reduced the requested awarded amount from some of the agencies' original asks.
- The recommendation is to fund the top 7 rated applicants

FY 25-26 Application & Scoring Process

| Program/Event Name | Organization | Funds Requested | Funding Recommendation |
|--|---|-----------------|------------------------|
| Asian Cultural Fair | Asian Cultural Experience of Salinas | \$6,000 | \$6,000 |
| Empowering Community Wellness through Positive Youth Development and Accessible Healthy Lifestyles | Salinas Regional Sports Authority | \$50,000 | \$45,000 |
| First Friday Salinas | Arts Council for Monterey County (Arts4MC) | \$50,000 | \$40,000 |
| The 15th Annual Salinas Pride | Salinas Pride | \$5,000 | \$5,000 |
| Mexican- Tradiciones y Costumbres | Tonatiuh DQS | \$14,000 | \$14,000 |
| Dia de los Muertos | Hospice Giving foundation | \$50,000 | \$20,000 |
| CHISPA Folklorico, Art, Guitar & Teen Leadership Council Programs: First Friday | CHISPA | \$50,000 | \$20,000 |

Recommended Slate of Funded Projects

A motion to approve a resolution awarding community sponsorships for FY 2025-2026, pursuant to the City's Community Sponsorship Policy, to those Applicants recommended by the City's rating team.

Recommended Motion



Questions?