

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

A RESOLUTION OF THE CITY COUNCIL AWARDING COMMUNITY SPONSORSHIPS FOR FY 2025-2026

WHEREAS, the City Council recognizes the importance of providing support for community programs that have a public purpose and are held for the general economic benefit of the City's business community; support of nonprofit organizations serving Salinas residents; cultural, athletic and educational enrichment; and/or promotion of the City of Salinas; and

WHEREAS, On April 9, 2024, the City Council approved a city-wide Community Sponsorship Policy ("Policy"); and

WHEREAS, in accordance with the Policy, each year the City Council will appropriate funds, if available, to fund qualifying programs; and

WHEREAS, for FY 2025-2026 Council appropriated \$150,000 towards Community Sponsorships; and

WHEREAS, for the FY 2025-2026, the City received 37 applications totaling \$1,062,263 in funding requests; and

WHEREAS, the ratings team, comprised of City staff (Assistant City Manager, Assistant to the City Manager, Library and Community Services Director, Assistant Finance Director, City Clerk, and Deputy City Clerk) was directed by the City Manager to score and rank the applicants and develop a slate of recommended awardees based on the merits of the applications; and

WHEREAS, the ratings team is recommending the City Council approve Community Sponsorship funding for the recommended awardees and in the amounts shown on Exhibit A to this Resolution; and

WHEREAS, the City Council finds that the programs proposed by each of the awardees identified in Exhibit A serves a public purpose to the benefit of the Salinas community and residents;

NOW, THEREFORE, BE IT RESOLVED THAT, the City Council finds that the above recitals are true and correct and are incorporated herein by this reference; and

BE IT FURTHER RESOLVED, that the City Council hereby awards sponsorships for FY 2025-2025, pursuant to the City's Community Sponsorship Policy, to the Applicants and in the amounts shown on Exhibit A, attached hereto and incorporated herein by this reference.

PASSED AND APPROVED this 23rd day of September 2025 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

Exhibit A: FY 2025-2026 Community Sponsorship Awardees

Exhibit A
FY 2025-2026 Community Sponsorship Awardees

Program/Event Name	Organization	Funds Requested	Funding Recommendation
Asian Cultural Fair	Asian Cultural Experience of Salinas	\$6,000	\$6,000
Program Event Description: Collaboration of Chinese, Japanese, and Filipino Communities to showcase their culture and heritage as part of Salinas Chinatown as a vibrant community and part of Chinatown Revitalization Plan			
Empowering Community Wellness through Positive Youth Development and Accessible Healthy Lifestyles	Salinas Regional Sports Authority	\$50,000	\$45,000
Program Event Description: To promote physical fitness, improve overall health outcomes, and provide a safe, family-friendly environment, all while improving the economic vitality of our region.			
First Friday Salinas	Arts Council for Monterey County (Arts4MC)	\$50,000	\$40,000
Program Event Description: To launch a free, expanded and revitalized First Friday event every month.			
The 15th Annual Salinas Pride	Salinas Pride	\$5,000	\$5,000
Program Event Description: Held during LGBTQ History Month (October), the Annual Salinas Pride provides a much needed opportunity for Salinas Valley LGBTQ+ community members and allies to connect and build community.			
Mexican- Tradiciones y Costumbres	Tonatiuh DQS	\$14,000	\$14,000
Program Event Description: Tonatiuh provides an avenue for our community to engage with and be involved in Mexican Culture through folklorico dance.			
Dia de los Muertos	Hospice Giving foundation	\$50,000	\$20,000
Program Event Description: To create a compassionate and culturally inclusive space where our community can honor loss, embrace grief as a shared experience, and deepen understanding around end-of-life.			
CHISPA Folklorico, Art, Guitar & Teen Leadership Council Programs: First Friday Art Walk	CHISPA	\$50,000	\$20,000
Program Event Description: The purpose of the event is for CHISPA and surrounding community youth ages 8 - 17 participate in CHISPA's Folklorico, Teen Leadership Council, Art, and Guitar programs. These on-site community service programs and activities provide CHISPA			

and surrounding community youth with activities they often to not have opportunities to participate in CHISPA aims to build youth community engagement with public community programs such as CHISPA's Teen Leadership Council where teens take lead in organizing activities such as art classes for youth 8-13.