



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: SEPTEMBER 23, 2025

DEPARTMENT: ADMINISTRATION

FROM: RENÉ MENDEZ, CITY MANAGER

BY: JOSÉ ARREOLA, ASSISTANT TO THE CITY MANAGER

TITLE: AWARD OF FY 25-26 COMMUNITY SPONSORSHIPS

RECOMMENDED MOTION:

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.

BACKGROUND:

On April 9, 2024, the City Council approved a City-wide community sponsorship policy (Policy). The purpose of this Policy is to establish a standardized process for sponsorship awards to qualifying non-profit community organizations, youth athletic groups/organizations, educational groups, or individuals, that provide a public benefit for City residents. In accordance with the Policy, each year the City Council may appropriate funds, if available, to fund qualifying programs. For FY 2025-2026 Council appropriated \$150,000 towards Community Sponsorships. Per the Policy, applicants may receive up to \$50,000 in funding.

A scoring rubric was developed that reflects the requirements of the attached Policy. The rubric was used by an internal staff rating team to score each of the applicants. The rubric is an attachment to this Council report. The ratings team was convened by the Assistant to the City Manager and the raters included the Library Community Services Director, the Assistant Finance Director, the City Clerk, the Deputy City Clerk, and the Assistant City Manager.

For the FY 25-26 the City received 37 applications totaling \$1,062,263 in funding requests. With requests outpacing funding availability, the ratings team had to balance impact and number of awards in the recommended selections. To maximize impact and total number of awards, in some instances the ratings team is recommending awarding a lower amount than that requested from some of the organizations; the rating team determined that those organizations would still be able to hold their proposed program, even with a lower award amount than requested, which would free up funding to support additional community programs proposed by other organizations.

The ratings team independently ranked all applications and then met together to discuss the ratings to develop a slate of recommended programs to fund. Consistent with the Policy, the slate was

then presented to the City Manager for approval. Below is the list of recommended applications for funding for Council review and approval.

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 do 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.

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). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

Youth & Seniors: Increase community events throughout the City for youth and seniors.

City Services: Promote equitable access to City services and foster inclusive development.

DEPARTMENTAL COORDINATION:

The Library Community Services Department processed all applications and prepared them for review. The Administration department developed the rating rubric. Finance, Library Community Services, and Administration department representatives all participated in the review and rating committee.

FISCAL AND SUSTAINABILITY IMPACT:

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 25-26 Operating Budget Page	Last Budget Action (Date, Resolution)*
1000	80.8005-69.1110	Financial Assistance Contrib/Reimb to Other Agencies	\$150,000	\$150,000	174	6/17/25, 23269

* The FY 2025-26 Adopted Budget was adopted on June 17, 2025.

ATTACHMENTS:

Resolution
PowerPoint Presentation
Community Sponsorship Policy
Scoring Rubric
Application List