



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: November 15, 2022

Subject

Consider adoption of a revised Cupertino Community Funding Grant Program Policy (continued on September 20, 2022)

Recommended Action

Receive an update from the City Council subcommittee meetings for the Cupertino Community Funding Grant Program Policy and adopt a revised Cupertino Community Funding Grant Program Policy.

Discussion

Background

On September 20, 2022, the City Council received an update regarding the Cupertino Community Funding Grant Policy (Attachment A) and directed the subcommittee to further develop the proposed policy with the Parks and Recreation Commission. On October 10 and October 17, 2022, the Community Funding Subcommittee comprised of Vice Mayor Chao, Councilmember Moore, Parks and Recreation Commission Chair Minna Xu, and Vice Chair Sashi Begur met to discuss changes to the Community Funding Grant Program Policy. Proposed changes to the policy are included in Attachment B and C. Specifically, the subcommittee recommended the following changes to be incorporated into the draft policy:

- I. Eligibility:
 - Verifying the organization applying is a 501(c)(3)
 - Ensuring the funding is not going into an endowment fund
- II. Evaluation criteria:
 - Removing cost information
 - Lack of duplication in Cupertino
- III. Restrictions/Guidelines:
 - Removing "Proceeds from the funded activity may only be used for the conducted activity"
 - Adding "Festivals currently receiving funding through Festival Fee Waivers may not apply for funding through the Community Funding Grant Process for the

same festival”

- Confirming the admission to or participation in the event is free of charge
- IV. Parks and Recreation Commissioner Evaluation Form (Attachment D and E):
- Replace alignment with city missions and values to alignment with general plan principals
 - Change Community Need max points to 15 and alignment with general plan principles max points to 20

If Council accepts the changes and adopts the proposed Community Funding Grant Policy, staff will update the eligibility requirements, evaluation criteria, and the City webpage.

Sustainability Impact

No sustainability impact.

Fiscal Impact

If City Council approves to continue allocating funding to the Cupertino Community Funding Grant Program, this will be included in the annual budget for FY 2023-24.

Prepared by: Rachelle Sander, Director of Parks and Recreation

Reviewed by: Christopher Jensen, City Attorney

Approved for Submission by: Pamela Wu, City Manager

Attachments:

A – City Council September 20 Staff Report and Attachments

B – Community Funding Grant Policy (Redlined)

C – Community Funding Grant Policy (Clean)

D – Parks and Recreation Commissioner Evaluation Form (Redlined)

E - Parks and Recreation Commissioner Evaluation Form (Clean)