



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: June 1, 2021

Subject

Recommendation from the Parks and Recreation Commission to approve funds in the amount of \$92,900 for the Fiscal Year (FY) 2021-22 Community Funding Grant Program; annual funding for the Cupertino Historical Society in the amount of \$20,000; and approval of final funding amounts for the Community Funding Program, to be included in the Recommended Budget for FY 2021-22. (Continued from May 18).

Recommended Action

Consider the recommendation from the Parks and Recreation Commission to approve funds in the amount of \$92,900 for the FY 2021-22 Community Funding Grant Program and consider annual funding for the Cupertino Historical Society in the amount of \$20,000. Determine and approve final funding amounts for the Community Funding Program, to be included in the Recommended Final Budget for FY 2021-22; and provide direction to staff.

The item was initially included in the May 18, 2021 City Council meeting agenda and was continued to the June 1, 2021 meeting. Written communications for the item from the May 18 meeting have been included in the staff report (Attachment A)

Discussion

Background

The Community Funding Grant application process opened in January and closed on February 1, 2021. The City received 17 applications for the FY 2021-22 Community Funding Grant Program application cycle. Staff reviewed all submitted applications for completeness and preliminary eligibility (Attachment A). The 17 applicants had the opportunity to attend the March 4 Parks and Recreation Commission meeting, provide additional information on their request, and answer any clarifying questions from the Commission.

Evaluation Process

At the April 1 regular meeting, the Parks and Recreation Commission facilitated the evaluation process and provided a funding recommendation to City Council. After receiving public comment on the item, the Commissioners each completed an evaluation form (Attachment B) before providing their total out of 100 for each application. Staff received the totals from each Commissioner and compiled them into the evaluation totals form (Attachment C), which the Commission used to discuss and determine their recommendation to Council.

Eligibility

After initial review of the 17 submitted applications, seven applications fully met eligibility requirements and ten applications were pending eligibility, requiring further consideration by the Commission. This is reflected in the Community Funding Applications Summary (Attachment D). Final eligibility was determined by the Commission during the evaluation process. The Commission agreed to provide rankings for all organizations, and deemed all eligible, except for the Silicon Valley Jewish Film Festival and Diwani Academy of Percussion Music in the United States. This decision was based on the Community Funding Grant Policy (Attachment E) restrictions/guidelines that note admission to or participation in the organization's event must be "free of charge" to Cupertino residents, unless stated in the application and approved by the Parks and Recreation Commission.

Parks and Recreation Commission Funding Recommendation to City Council

The Commission carried a motion with 4 votes yes and one recusal to recommend to City Council funding for the following organizations at a total of \$92,900:

West Valley Community Services of Santa Clara County, Inc. - \$10,000

Cupertino Library Foundation - \$15,000

Buddhist Tzu Chi Medical Foundation - \$7,400

Santa Clara Valley Audubon Society - \$8,500

Friends of Deer Hollow Farm - \$7,000

Chinese American Coalition for Compassionate Care - \$12,000

Valkyrie Robotics - \$3,000

Tian Hong Foundation - \$3,000

Rotary Club of Cupertino - \$12,000

Euphrat Museum of Art - \$15,000

The Commission considered the suggested funding range of \$70,000 to \$90,000 when providing their recommendation. The suggested funding range was included in the

most recent version of the Community Funding Grant Policy, which was adopted by City Council at their December 1, 2020 meeting.

The Commission noted that following procedures from past years, it is anticipated that City Council will consider funding for the Cupertino Historical Society as a separate line item within the Community Funding Program budget, in addition to the Commission's funding recommendation.

Cupertino Historical Society

Background

The Cupertino Historical Society has been awarded funding through the Community Funding Grant Program since 2015. As part of the FY 2019-20 budget approval process at the June 18, 2019 City Council meeting, Council unanimously approved to designate an annual amount of \$20,000 as a base (or line) item for the Cupertino Historical Society. These funds are to be designated in the Community Funding Grant Program budget as their own line item. Below is a breakdown of the Historical Society's previously awarded funds through the Community Funding Grant Program:

2015 - \$10,000

2016 - \$15,000

2017 - \$15,000

2018 - \$15,000

2019 - \$20,000 (individual budget line item)

2020 - \$20,000 (individual budget line item)

Current Considerations

The Historical Society is required to submit a grant application each year outlining how they anticipate utilizing funds (Attachment F), as well as a financial report at the end of each fiscal year, detailing how funds were used (Attachment G). At their December 1, 2020 meeting, City Council reviewed the Community Funding Grant Policy and requested to add funding of the Historical Society as a future agenda item for discussion. The policy is currently being reviewed and will be brought to Council for their consideration prior to the FY 2022-23 Community Funding Program cycle.

The \$20,000 funding towards the Cupertino Historical Society, in addition to the Commission's recommended funding amount of \$92,900 would result in a total Community Funding Program budget of \$112,900 for Fiscal Year 2021-22.

Sustainability Impact

No sustainability impact.

Fiscal Impact

If Council approves the Parks and Recreation Commission's recommended funding amount of \$92,900, the total Community Funding Program budget for Fiscal Year 2021-22 would total \$112,900, including \$20,000 allocated to the Cupertino Historical Society. Final funding amounts for the Community Funding Program will be included in the Recommended Final Budget for FY 2021-22.

Prepared by: Rachelle Sander, Assistant Director of Parks and Recreation
Whitney Zeller, Administrative Assistant

Reviewed by: Joanne Magrini, Director of Parks and Recreation

Approved for Submission by: Dianne Thompson, Assistant City Manager

Attachments:

- A – Written Communications 5.18.21 City Council Meeting Item 18
- B – Community Funding Applications and Preliminary Eligibility Evaluations
- C – Commissioner Community Funding Evaluation Form
- D – Evaluation Totals and Parks and Recreation Commission Recommendation
- E – Community Funding Applications Summary
- F – Community Funding Grant Policy
- G – Historical Society Grant Application FY 2021-22
- H – Historical Society Financial Report (FY 2019-20)