

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: TARA THOMPSON, ARTS & CULTURE MANAGER
PLANNING & ECONOMIC DEVELOPMENT
SUBJECT: AMENDED COUNCIL POLICY 000-47 "COMMUNITY
PROMOTION FUNDS"
AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning & Economic Development Department that the Council, by resolution, adopt the Amended Council Policy 000-47 "Community Promotion Funds."

EXECUTIVE SUMMARY

The amended Council Policy 000-47 "Community Promotion Funds" establishes updated guidelines for the expenditure of funds for community event promotion and support.

BACKGROUND

Council Policy 000-47 was developed to establish guidelines for Community Promotion Funds, which are allocated out of the City's General Fund. The proposed amendment is intended to provide clarity and improved criteria for the expenditure of these funds, including application process, application review, and post-event reporting. The proposed amendments also support a reorganization of the City's event support programs, offering streamlined and consistent application, review, and award procedures.

PRIOR CITY COUNCIL REVIEW

On November 21, 2000, the City Council, by Resolution No. 24632, adopted Council Policy 000-47 "Community Promotion Funding."

ANALYSIS

The City of Santa Rosa recognizes the benefits that result from community events and supports this activity through a variety of programs and fund sources, including the General Fund's Community Promotions Fund. Currently, the City Council approves the annual appropriation for community event promotion during the budget process. Events must take place within the City, have broad based community participation and be open to the public.

The proposed amendments include:

- Clarifying the application process and requirements
- Establishing procedures for awarding cash and support
- Clarifying the review process, including evaluation criteria
- Establishing post-event reporting requirements for organizations receiving funding

The proposed amendment will also support a reorganization and consolidation of support funding programs across the City. Applicants will be directed to one application for event support, instead of applying separately to a variety of different programs. Thus, the Community Promotion Funds will be leveraged by other funding sources, including the Santa Rosa Tourism Business Improvement Area (SRTBIA) and Public Art Funds, allowing for additional event support and greater impact.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A Amended Council Policy 000-47 "Community Promotion Funds"

AMENDED COUNCIL POLICY 000-47 "COMMUNITY PROMOTION FUNDS"
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- Attachment 1 - Original Policy 000-47
- Attachment 2 - Redline Edits to Policy 000-47
- Attachment 3 - Final Policy 000-47

CONTACT

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