CITY OF EMERYVILLE

M E M O R A N D U M

DATE: February 27, 2012

TO: Finance Advisory Committee

FROM: Karen Hemphill, Assistant to the City Manager

SUBJECT: COMMUNITY GRANT FUNDING GUIDELINES

ACTION REQUESTED

Staff requests that the Finance Committee make a recommendation regarding community grant funding for Fiscal Year 2012-13. For many years, the City of Emeryville has provided annual community grants through the Community Promotion Grant Program (a list of last year's grantees and funding amounts is attached to this report). Last year, these grants totaled $58,450, with $55,950 of these grants being funded with redevelopment monies and $2,500 funded through the City's General Fund. In addition, the City has annually provided $30,000 in redevelopment funds to the Emeryville Celebration of the Arts Exhibition and $5,000-$6,000 in redevelopment funds to the Emeryville Historical Society. In Fiscal Year 2011-12, the City also provided $3,000 in redevelopment funds to establish the Poet Laureate Program. With the dissolution of the Emeryville Redevelopment Agency, maintaining the current level of community grants would require approximately an additional allocation of $91,000-$92,000 in General Fund monies or a total of approximately $93,500-$94,500 from the City's General Fund.

Therefore, staff requests that the Finance Advisory Committee consider the following alternatives regarding community funding and make a recommendation to the City Council:

1. Eliminate all community grant funding, including for the Community Promotion Grant Program as well as the Emeryville Celebration of the Arts, Emeryville Historical Society, and Poet Laureate Program.
2. Allocate General Fund monies to fund current Community Promotion Grant Program recipients as well as to the Emeryville Celebration of the Arts, Emeryville Historical Society, and Poet Laureate Program at current or reduced funding levels.
3. Set a fixed allocation for community organization funding and request proposals from community organizations to be reviewed and granted upon a competitive basis.

BACKGROUND

The Community Promotion Grant Program was established almost twenty years ago as a means of "promoting the cultural and artistic aspects of the community and provide for a high quality living and working environment in the City of Emeryville". Under these guidelines, the grant program mostly funded artists and art organizations to conduct free public performances, art education; or activities that increased public access to local artists, such as open studio tours and temporary art exhibitions. Over time, the Community

Promotion Grants Program began providing funds for other types of activities, such as low-income legal assistance, library programs, and nutrition programs In addition, the City began funding the Emeryville Celebration of the Arts Exhibition and Emeryville Historical Society through the Economic Development and Housing Department's (EDH) operating budget (reimbursed through the Redevelopment Agency) rather than through the originally competitive Community Promotions Grant Program. Approximately 1 ½ years ago, the City began funding the Poet Laureate Program through the EDH budget as well.

FISCAL IMPACT

Since the City no longer has redevelopment monies to fund the Community Promotion Grant Program, the Emeryville Celebration of the Arts, the Emeryville Historical Society, and/or the Poet Laureate, any future funding for these or any other community organizations would have to be drawn from the City's General Fund. Currently, the Community Promotion Grant Program is funded at $58,450, the Emeryville Celebration of the Arts Exhibition is funded at $30,000, the Emeryville Historical Society is funded at $5,000-6,000 (up to $1,000 is for replicating historical photographs for City use), and $3,000 for the Poet Laureate Program. The City Council will have to prioritize competing needs to "backfill" funding for City projects and initiatives, such as community organization funding and the City's community engagement/public information program/publications that have been historically funded through redevelopment funds.

Attachments: FY2011-12 Community Promotion Grant awardees

FY 11-12 EMERYVILLE COMMUNITY PROMOTIONS GRANT AWARDS

		Allocation	
Organization	**Total Amount**	General Fund Non-Departmental Community Promotion Account (8730)	Economic Development and Housing Community Promotion Account (8730)
45th Street Artist' Cooperative, Inc	$7,200		$7,200
East Bay Community Law Center	$3,750		$3,750
Emeryville Taiko	$3,750		$3,750
Friends of Golden Gate Library*	$2,500	$2,500	0
Kala Art Institute (EUSD program)	$22,500		$22,500
Kala Art Institute (City program)	$10,500		$10,500
Mercy Retirement & Care Center	$3,750		$3,750
New Arts Foundation/Nancy Karp+Dancers	$4,500		$4,500
TOTAL REQUEST	**$58,450**	**$2,500**	**$55,950**

*Note: The Friends of Golden Gate Library grant is funded through the City's General Fund as the library is located outside of the City limits.