



CITY OF HAYWARD AGENDA REPORT

AGENDA DATE 5/26/98

AGENDA ITEM 6

WORK SESSION ITEM _____

To: Mayor and City Council
From: Director of Finance and Internal Services
Subject: **COMMUNITY PROMOTIONS PROGRAM FUNDING REQUESTS**

RECOMMENDATION:

It is recommended that the City Council approve the following recommendations regarding the 1998-99 allocation for Community Promotions Program funding. These recommendations were presented for review and comment at the work session on May 12, 1998.

BACKGROUND/DISCUSSION:

The 1998-1999 Community Promotions Program application process reflects three changes requested by the City Council - a more structured approach, a standard application packet to be completed by those applying for funding, and the use of three funding categories in assessing applicability of the funding request to the Community Promotions Program:

1. Celebrate cultural diversity;
2. Promote the arts;
3. Recognize the history of Hayward and its future.

For 1998-99, the available funding is \$150,386, representing an increase of \$10,097 over the previous fiscal year allocation. This increase is based on an earlier Council decision to allocate Community Promotions Program funds on a formula tied to General Fund revenues. Twelve (12) organizations completed the application process with funding requests within the amount available. In addition, the activities, events or programs for which all twelve organizations have requested funding are in support of one or more of the three funding categories listed above. Exhibit A lists the twelve applicants, all who received funding in 1997-98. Also included are the amounts previously approved, the organizations' 1998-99 requests, and staff's recommendations.

Five of the organizations (South Hayward Lions Club - July 4th Celebration, Martin Luther King, Jr. Celebration Committee, Memorial Day Observance Committee, the Alameda County Veteran's Day Parade Committee, and the Youth Orchestra of Southern Alameda County) have requested the same funding as approved for 1997-98. It is staff's recommendation that these requests be approved.

Seven applicants requested an increase in funding. Staff recommends approval of six of these increased funding requests, and approval of one request at the 1997-98 funding level. Following are explanations for the requested increases and staff's recommendations.

■ Admissions Day Committee

The increase of \$100 is for expanded participation in the Admissions Day electric light parade that will be held in September on the grounds of the State Capitol in Sacramento, and increases related to the banquet. Staff recommends approval.

■ Classical Philharmonic Orchestra

There is a request for \$1,250 additional funding over 1997-98. This increase is to address expenses related to attracting internationally known guest soloists and specialized instruments in the concerts program. These expenses are often not fully known until the guest soloists are contacted and scheduled. To date, twenty concerts are planned for 1998-99; however, not all the soloists have been confirmed. Given the large number of Hayward students who are afforded exposure to classical music through the concerts, staff recommends approval of the increased request.

■ Hayward Arts Council

There is a \$5,000 increase in the Hayward Arts Council's 1998-99 request. The increase is for support and enhancement of art exhibits in the City Hall Galleria. The increase will be used to provide live music at the five annual City Hall Galleria art exhibit openings, to have exhibit cases made so that delicate art pieces are secured, and to acquire hanging devices to be used for a quilt show at City Hall. The planned uses for the increase will benefit promotion of the arts and staff recommends approval.

■ Hayward Historical Society

An additional \$8,000 has been requested by the Hayward Historical Society. There are no programmatic changes that relate to the requested increase. In reviewing the financial information presented by the Society, it appears that the \$8,000 will be used to offset new obligations that the Society negotiated with the City and for which the Society agreed to assume responsibility. These include half to pay the City for the increase in rent for the newly retrofitted Museum, and another half to cover utility and related expenses. (In the Society's previous contract with the City, the City paid for utilities. For the last full year in which the Museum building was in use - 1995/96 - that amounted to \$7,000.) Staff recommends funding at the 1997-98 level which is \$30,800. At the work session, staff reported that it had been advised by representatives of the Oliver Trust that the Society will receive the requested amount from Trust proceeds.

■ Hayward Municipal Band

The additional \$3,232 is for increasing the hourly wages of the musicians in the Band, which added one additional concert to its schedule last year. Staff recommends approval.

■ La Alianza - Mexican Independence Day and Cinco de Mayo Celebrations

The \$400 funding increase request is for additional prizes for the student (K through college) Cinco de Mayo Art and Essay Contest. The increase will provide an additional four to eight mini-scholarships and related prizes. Staff recommends approval.

■ Sun Gallery

The \$2,000 increase request is related to four changes that Sun Gallery has planned: doubling the Art for Families program from one to two Saturdays each month; providing partial or full scholarships to 24 students for participation in Summer Art Day Camp; subsidizing 30 classes during the academic year for participation in the Art Field Trip Program; and expanding Sun Gallery art programs to the Youth Enrichment (after-school) Program at Longwood Elementary School. Staff recommends approval of the increased amount.

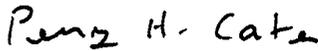
Representatives of each of the organizations requesting Community Promotions Program funds were notified of the time and location of the May 12 City Council work session and were invited to attend.

Prepared by:



Millie Saad
Assistant to the City Manager

Recommended by:



Perry Carter
Director of Finance and Internal Services

Approved by:



Jesús Armas
City Manager

Attachment: Exhibit A
Draft Resolution

COMMUNITY PROMOTIONS - 1998-99 APPLICATION REQUESTS

ORGANIZATION	1997-98 APPROVED	1998-99 REQUEST	1998-99 CHANGES	RECOMMENDED
ADMISSION DAY	\$100	\$200	\$100	\$200
CLASSICAL PHILHARMONIC	\$3,750	\$5,000	\$1,250	\$5,000
HAYWARD ARTS COUNCIL	\$15,392	\$20,392	\$5,000	\$20,392
HAYWARD HISTORICAL SOCIETY	\$30,800	\$38,800	\$8,000	\$30,800
HAYWARD LIONS CLUB	\$8,250	\$8,250	\$0	\$8,250
HAYWARD MUNICIPAL BAND	\$13,397	\$16,629	\$3,232	\$16,629
LA ALIANZA	\$3,000	\$3,400	\$400	\$3,400
MARTIN LUTHER KING CELEB	\$2,900	\$2,900	\$0	\$2,900
MEMORIAL DAY OBSERVANCE	\$800	\$800	\$0	\$800
SUN GALLERY	\$42,500	\$44,500	\$2,000	\$44,500
VETERANS DAY PARADE	\$300	\$300	\$0	\$300
YOUTH ORCHESTRA	\$5,500	\$5,500	\$0	\$5,500
TOTAL	\$126,689	\$146,671	\$19,982	\$138,671

jm 5-21-98

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

RESOLUTION APPROVING COMMUNITY PROMOTIONS PROGRAM AND APPROVING COMMUNITY PROMOTION ACTIVITY ALLOCATIONS FOR FISCAL YEAR 1998-99

BE IT RESOLVED by the City Council of the City of Hayward that the Community Promotions Program Funding requests in the agenda report presented to the City Council on May 26, 1998, are hereby approved and that City funding for community promotion activities for fiscal year 1998-99 be provided as set forth in the attached Exhibit "A."

BE IT FURTHER RESOLVED that the City Manager is authorized to execute all documents necessary to carry out the community promotion activities approved by this resolution.

IN COUNCIL, HAYWARD, CALIFORNIA, _____, 1998

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward