

A hand holding a pen is writing on a whiteboard. The whiteboard is covered with several colorful sticky notes in shades of pink, green, blue, and purple. The background is a blurred office setting with windows.

# Community Agency Funding Process Review

## Joint City Council and Community Services Commission Subcommittee

May 23, 2022

Monica Davis, Community Services Manager  
Carol Lee, Management Analyst



# OVERVIEW OF SCHEDULE

## **June 9: Pending Today's Discussion**

Arts, Music, and Cultural Events Essential Funding  
Finalize Feedback Heard

## **June 15: CSC Meeting**

CSC to Provide Feedback on Proposed Modifications  
and Additional Identified Improvements

## **June 28: City Council Meeting**

Council to Provide Feedback on Proposed Modifications  
and Additional Identified Improvements

# Agenda

## PART ONE: Refinement on Feedback from First Meeting

- Summary of Key Points from First Meeting
- Feedback on:
  - Proposed Services Caps
  - Proposed Allocation for New and Innovative Funding

## PART TWO: Essential Funding Discussion

- Services - Funding Essential Safety Net Services
- Arts, Music, and Cultural Events ARC framework

# Key Identified Improvements – To be discussed with full CSC

- Top funding priorities are generally in alignment with Strategic Roadmap
- Preference for Hayward based organizations when possible
- Refinement around NOFA process, application review, and interview process
- Increased integration of equity

# Key Identified Improvements – To be discussed with CBFC / Council

- Direction to staff to identify additional funding or alternative sources of permanent funding when possible, including exploring using 1% of the Cannabis Tax Revenue through the Community Foundation

# PART ONE:

## Tonight's Subcommittee Discussion

- There needs to be a focus on safety net services, with flexibility to address emerging needs
- Interest around the following modifications:
  - Cap on funding requests
  - Set aside for new and innovative programs

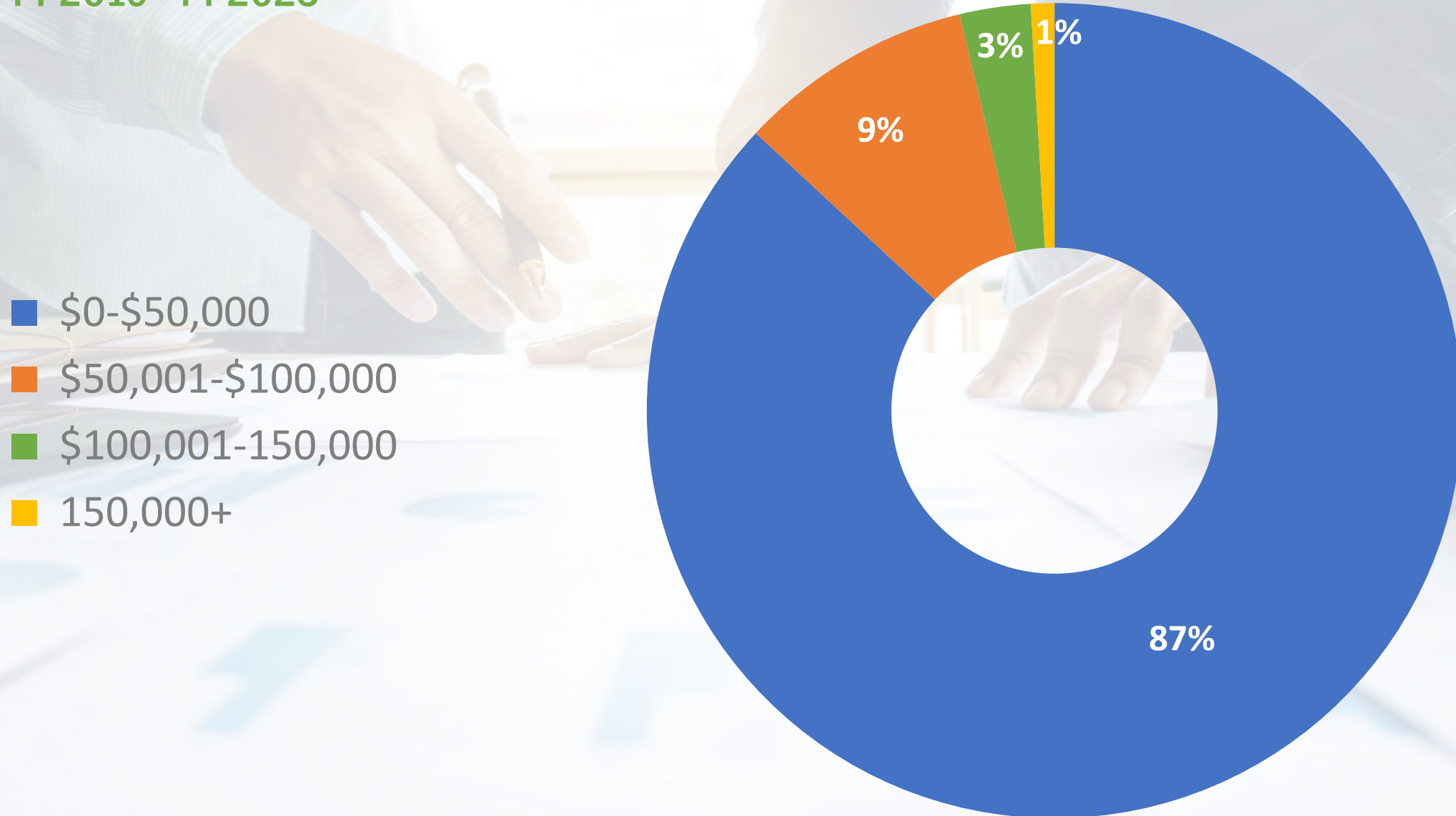
# **PART ONE**

## **Proposed Modification #1: Implementing a Cap**



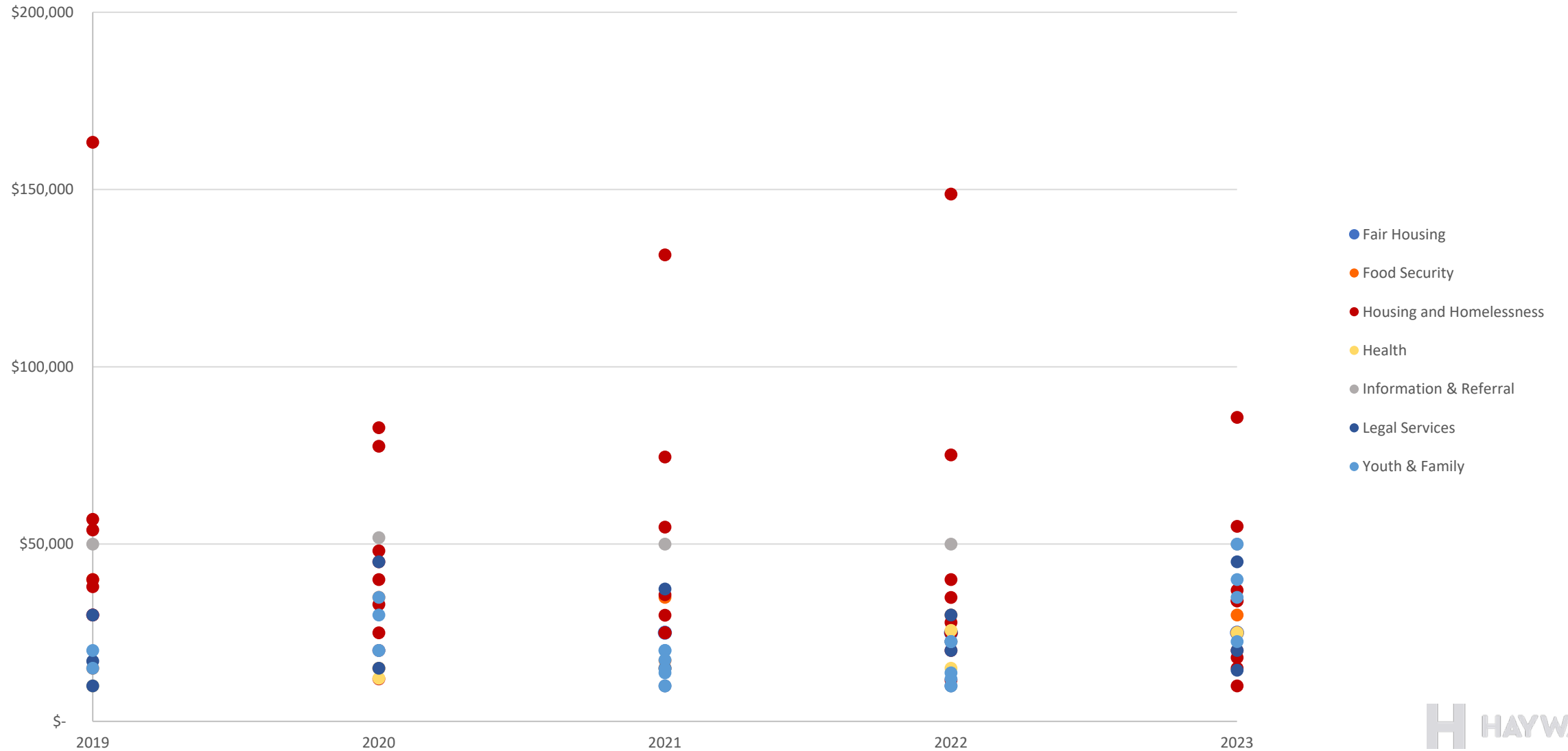
# Services Grant Awards by Amount

FY 2019 - FY 2023

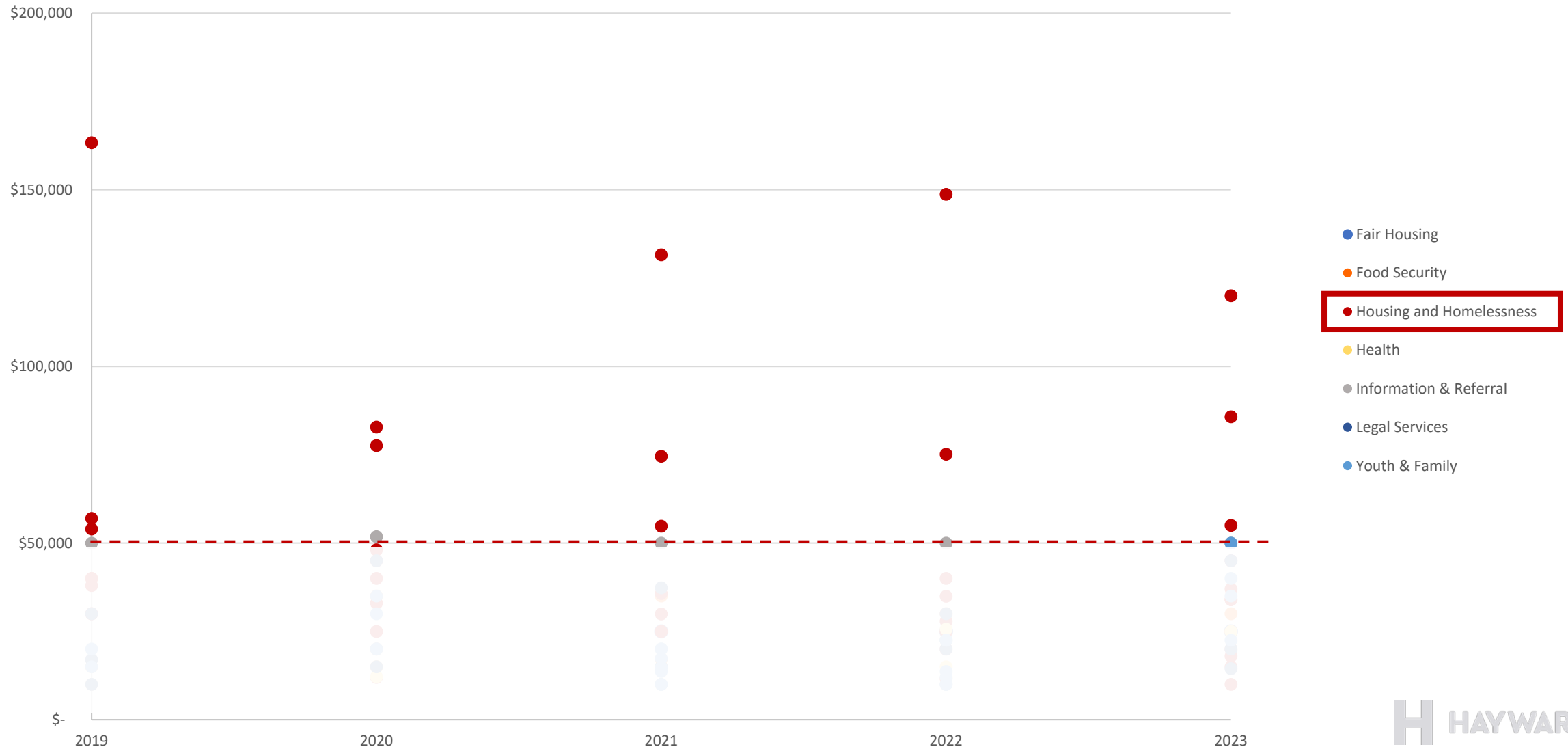




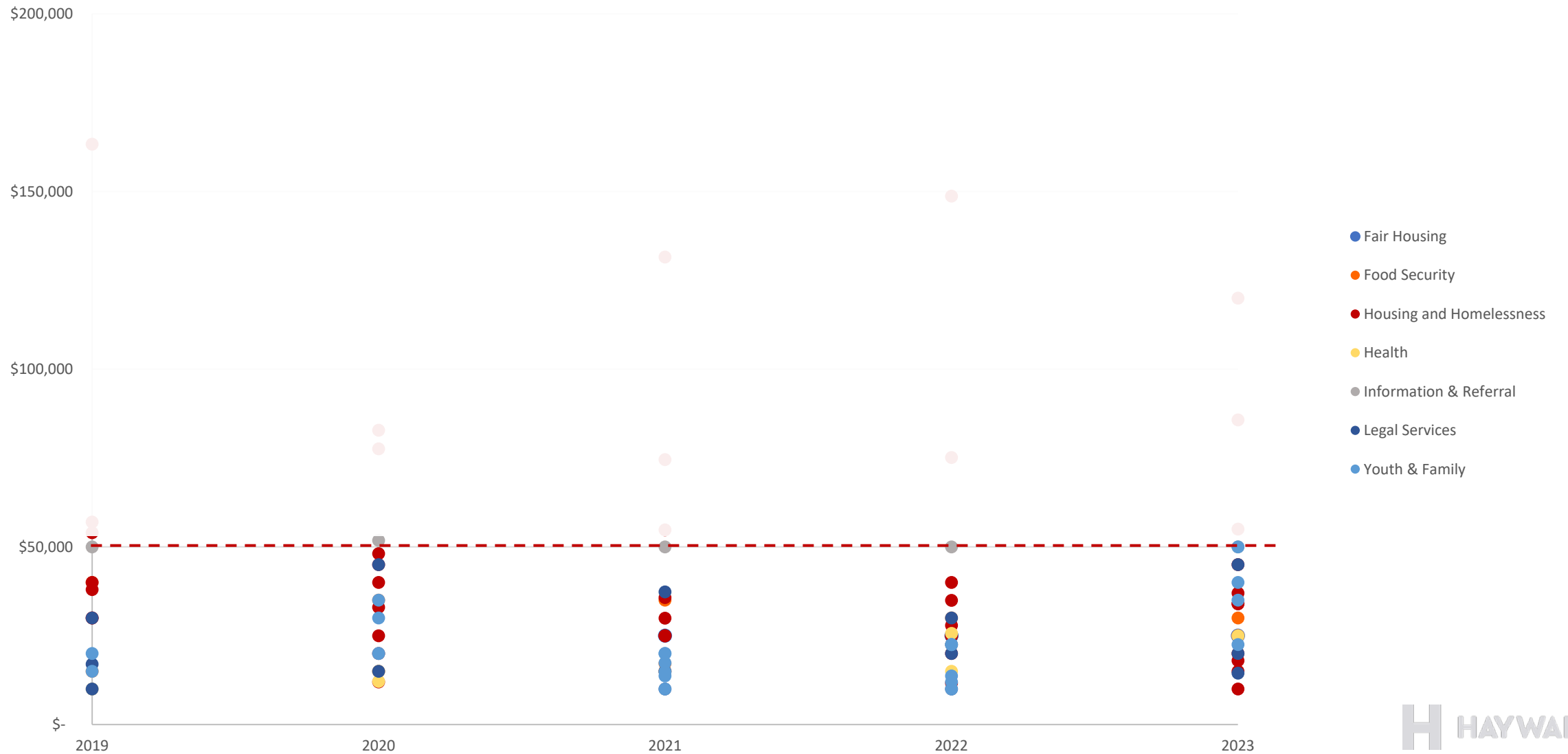
# Services Grant Awards by Category



# Services Grant Awards by Category



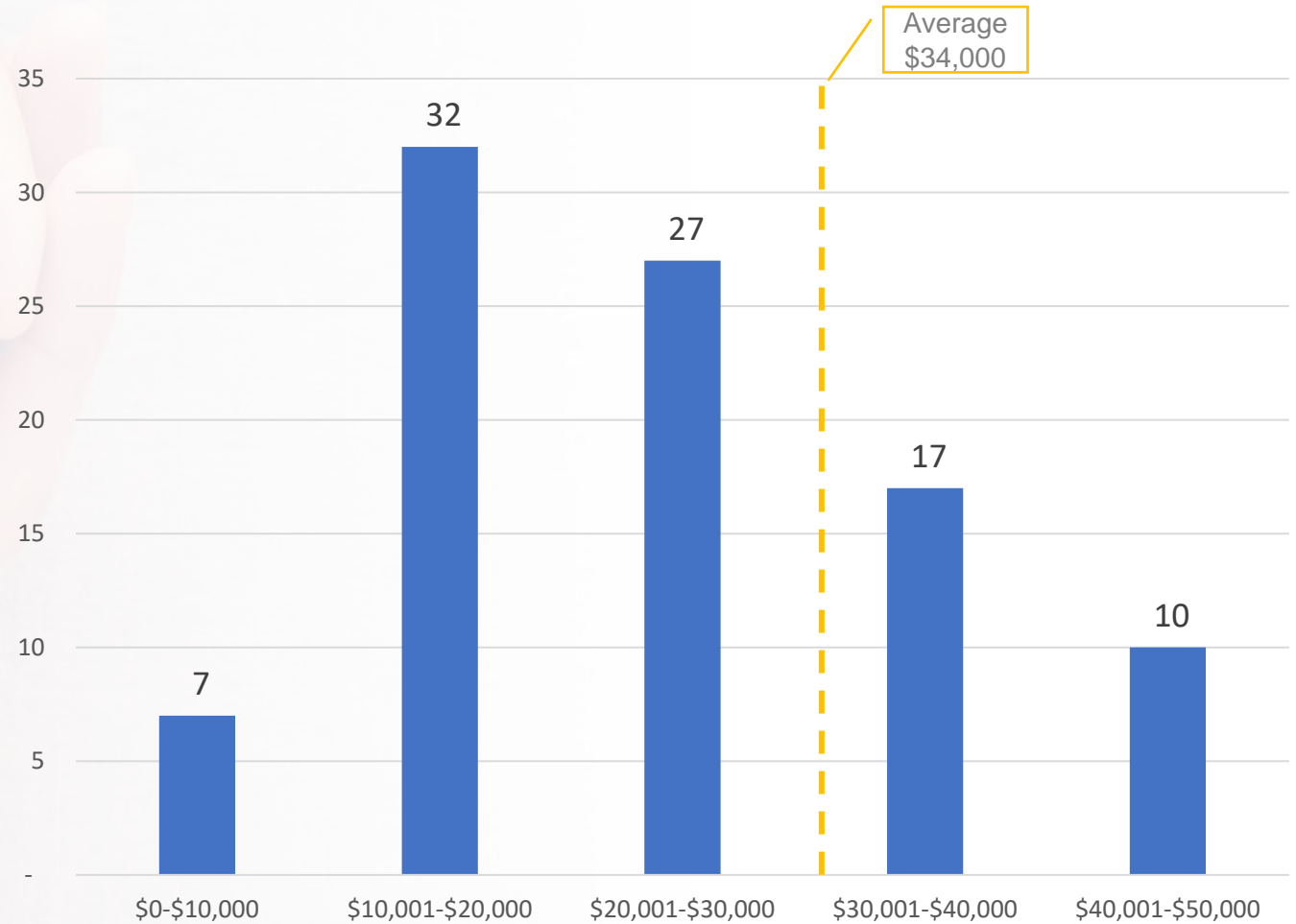
# Services Grant Awards by Category



# Services Grant Awards \$50,000 or less

FY 2019 - FY 2023

- 87% are \$50,000 or less
- 74% are \$45,000 or less
- 5-year Average Award Amount is \$34,000
- 5-year Median Award Amount is \$25,000

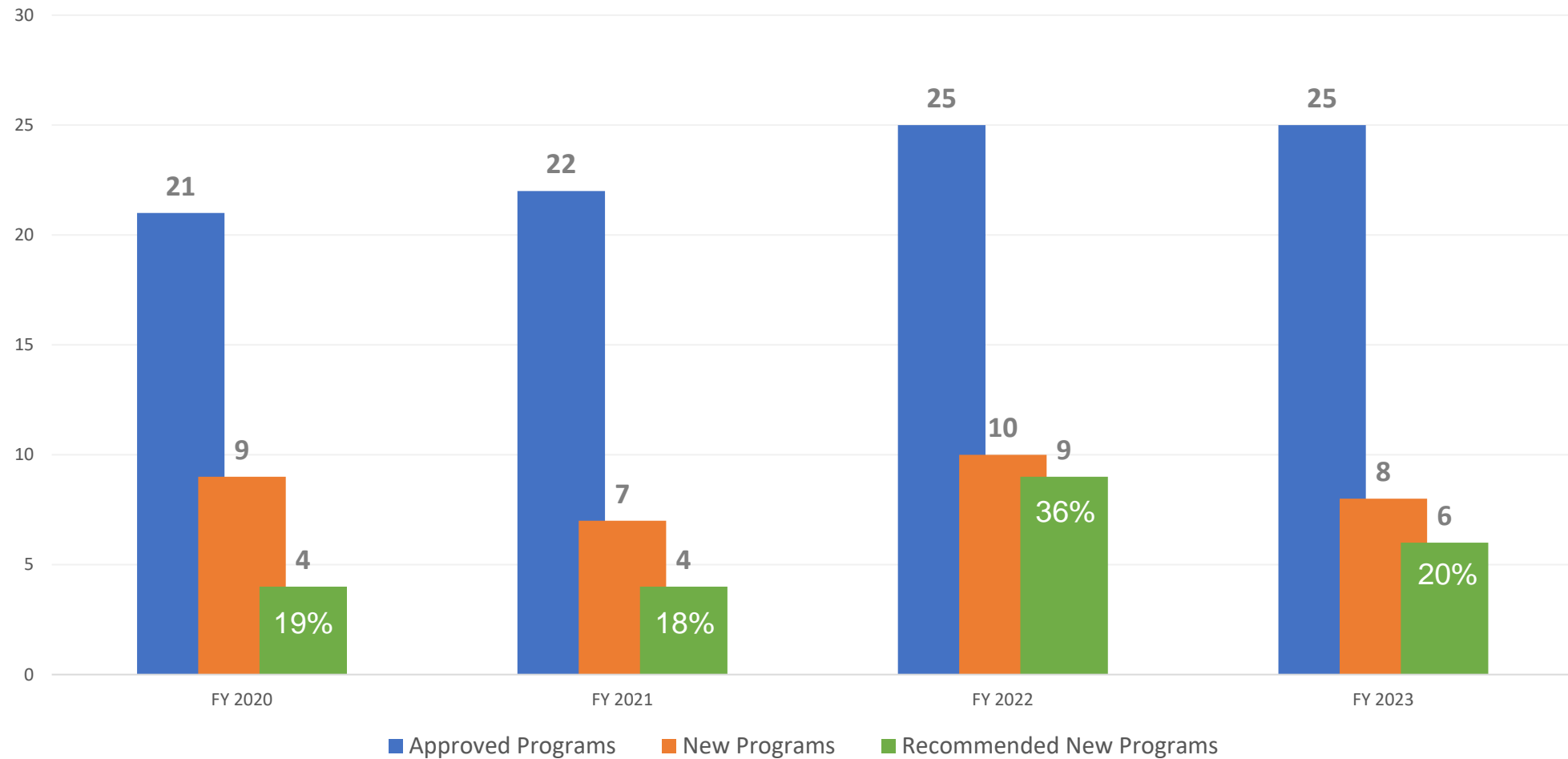


# **PART ONE**

## **Proposed Modification #2: Funding Allocation for New and Innovative Programs**



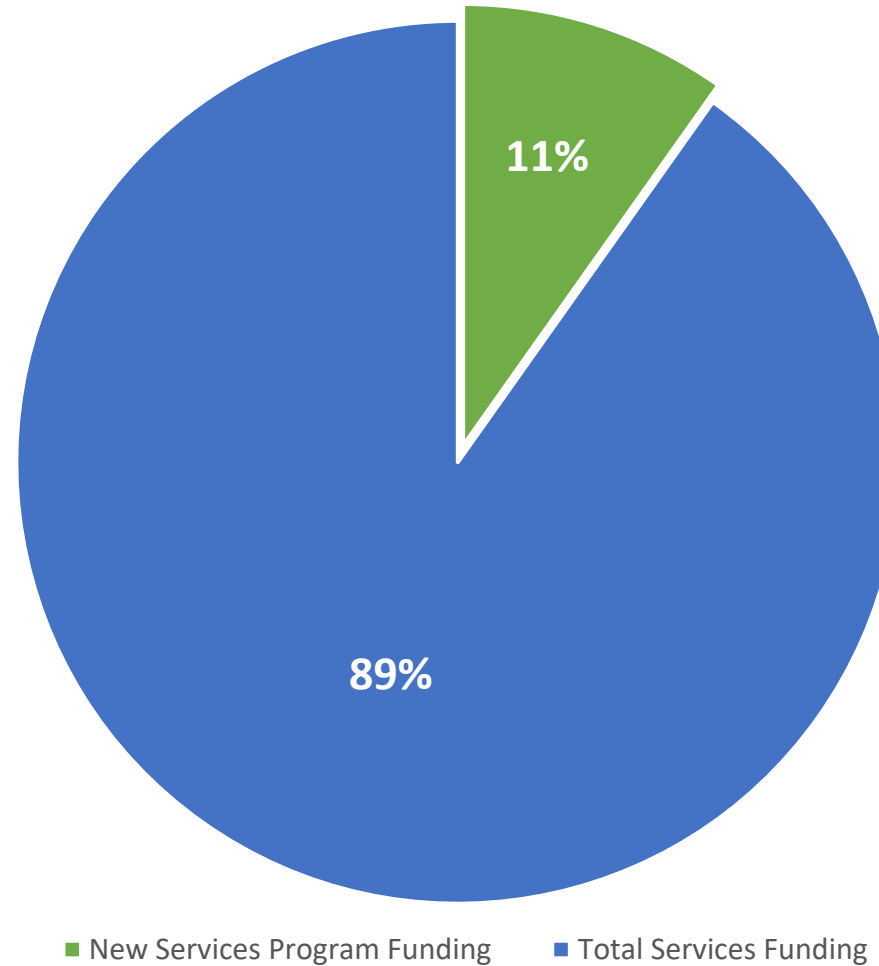
# Services Programs Recommended for Funding FY 2020 - FY 2023



# Recommended Funding for New Services Programs FY 2020 - FY 2023

|   | FY 2020   | FY 2021   | FY 2022   | FY 2023   |
|---|-----------|-----------|-----------|-----------|
| <b>New Services</b>                     | \$33,788  | \$69,411  | \$97,655  | \$90,000  |
| <b>Total Services*</b>                  | \$652,689 | \$652,035 | \$716,729 | \$652,687 |
| <b>% of Funding toward New Services</b> | 5%        | 11%       | 14%       | 14%       |

\*Competitive Funding (CDBG and GF)



# Proposed Modifications

## 1. Grant Award Cap

- a) \$100,000 maximum grant for homelessness and housing; AND
- b) \$50,000 maximum grant for all other services

## 2. Set Aside for New and Innovative Programs

- a) 20-30% of applications for new and innovative programs OR
- b) 10-20% set aside for new and innovative programs



## **PART TWO**

# **Essential Funding Discussion: Safety Net Programs**



# Safety Net Programs that Receive Funding Every Year

- Abode Services
- Alameda County Community Food Bank
- Centro Legal de la Raza
- Family Violence Law Center
- First Presbyterian dba South Hayward Parish
- La Familia / FESCO
- Ruby's Place

# Safety Net Programs that Receive Funding Every Year

| Agency                                      | Program  | FY 2019          | FY 2020          | FY 2021          | FY 2022          | FY 2023          | 5-Year Average   |
|---|--|------------------|------------------|------------------|------------------|------------------|------------------|
| Abode Services                              | AC Impact Program - permanent supportive housing | \$ 40,000        | \$ 48,108        | \$ 54,786        | \$ 27,899        | \$ 37,000        | \$ 41,559        |
| Alameda County Community Food Bank          | Food scholarships for pantries and shelters      | \$ 40,000        | \$ 35,000        | \$ 35,000        | \$ 30,000        | \$ 30,000        | \$ 34,000        |
| Centro Legal de la Raza                     | Tenants Rights / Housing Counseling              | \$ 54,000        | \$ 82,836        | \$ 74,570        | \$ 75,164        | \$ 85,737        | \$ 74,461        |
| Family Violence Law Center                  | Violence and homelessness prevention             | \$ 30,000        | \$ 45,000        | \$ 37,350        | \$ 30,000        | \$ 45,000        | \$ 37,470        |
| First Presbyterian dba South Hayward Parish | Case Management                                  | \$ 38,000        | \$ 33,000        | \$ 29,950        | \$ 34,950        | \$ 55,000        | \$ 38,180        |
| La Familia                                  | FESCO Family Shelter/Les Marquis House           | \$ 30,000        | \$ 45,000        | \$ 25,000        | \$ 25,000        | \$ 34,000        | \$ 31,800        |
| Ruby's Place                                | Shelter and children's programs                  | \$ 30,000        | \$ 40,000        | \$ 25,000        | \$ 25,000        | \$ 34,000        | \$ 30,800        |
|   | <b>Total</b>                                     | <b>\$262,000</b> | <b>\$328,944</b> | <b>\$281,656</b> | <b>\$248,013</b> | <b>\$320,737</b> | <b>\$288,270</b> |

# Safety Net Programs Grant Awards

FY 2019 - FY 2023

- Safety Net Programs received **40%** of the services grant funding in the last 5 years
- Majority are Housing & Homelessness programs
- 5-year Average Award Amount\* of \$41,181
- 5-year Median Award Amount\* of \$35,000
- 5-Year Minimum Award Amount\* of \$25,000

| Category               | Agency                                      | Program  |
|------------------------|---|--|
| Housing & Homelessness | Abode Services                              | AC Impact Program - permanent supportive housing |
| Food Security          | Alameda County Community Food Bank          | Food scholarships for pantries and shelters      |
| Housing & Homelessness | Centro Legal de la Raza                     | Tenants Rights / Housing Counseling              |
| Housing & Homelessness | Family Violence Law Center                  | Violence and homelessness prevention             |
| Housing & Homelessness | First Presbyterian dba South Hayward Parish | Case Management                                  |
| Housing & Homelessness | La Familia                                  | FESCO Family Shelter/Les Marquis House           |
| Housing & Homelessness | Ruby's Place                                | Shelter and children's programs                  |

\*Pertaining to programs reflected on this slide

# Proposed Modification

A minimum of \$25,000 to each of these agencies and not to exceed their requested amount.

- Abode Services
- Alameda County Community Food Bank
- Centro Legal de la Raza
- Family Violence Law Center
- First Presbyterian dba South Hayward Parish
- La Familia / FESCO
- Ruby's Place

# Example of Proposal

24% of funding for Safety Net Services

|  |                  |
|--|------------------|
| FY 2023 Total Available Services Funding   | \$727,687        |
| Minimum Allocation to Safety Net Services<br>\$25,000 each to:   | \$175,000        |
| Abode Services<br>Alameda County Community Food Bank<br>Centro Legal de la Raza<br>Family Violence Law Center<br>First Presbyterian dba South Hayward Parish<br>La Familia / FESCO<br>Ruby's Place |                  |
| <b>Remaining Balance Available</b>   | <b>\$552,687</b> |

## **PART TWO**

# **Essential Funding Discussion: Arts, Music, and Cultural Events**







# Revised ARC: Arts, Music, and Cultural Events

- Staff is working to streamline our engagement with the Arts, Music and Cultural Events providers
- For the FY 2024 funding process, it is planned that the Community Services Commission's Application Review Committee (ARC) for Arts and Music will also review Cultural Events applications
- The available funding for the Arts and Music (~ \$132k) **will not be competing** for funding for Cultural Events
  - Simply using the same ARC to interview both sets of applications



# Cultural Events Program Established by Council

- On December 17, 2019, Council Adopted a resolution approving a new Special Event Support and Grant Program.
- To encourage special events in the City that provide cultural enrichment, promote economic vitality, and enhance community identity
  - Parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events.
- Special events may also provide funding opportunities for service organizations
- Program Guidelines outlines eligibility criteria, funding guidelines, and other requirements

# Cultural Events Guidelines Summary

- **New events** may receive up to \$10,000 in financial support for one year.
- **Signature Events**, \$5,000 for events that have taken place 1-5 year(s). Upon completion of the 5th consecutive year of an event, the event will then be classified as a Classic Event.
- **Classic events**, (+5 years) up to \$7,500 in grant funds to support growing the event into a larger, regional event.
- Money granted to either a new or existing event cannot be more than 20% of the total estimated budget for the event
- Waived Street Event Permit fee
- Additional staff time required for an event are not eligible for the fee waiver

# Arts & Music Funding FY 2019 – Present Grant Recipients

Hayward Area Historical Society

Hayward Area Historical Society\*\*\*

Hayward Area Historical Society\*\*\*

Love Never Fails

Pacific Chamber Orchestra

Ruby's Place\*\*\*

West Coast Blues Society

Youth Orchestra of Southern Alameda County  
(EBYO)

Discovery Kits

Hayward Municipal Band

Hayward Arts Council / Band & Orchestra Festival

Healing Arts

Discover Music educational assemblies for the HUSD  
Elementary Schools

Sun Gallery Programs

Russell City Blues Series & Juneteenth Holiday We Celebration

Hayward Scholarships/Stipends



# Arts & Music Funding: Moving to Cultural Events

Hayward Area Historical Society

Hayward Area Historical Society\*\*\*

Hayward Area Historical Society\*\*\*

Love Never Fails

Pacific Chamber Orchestra

Ruby's Place\*\*\*

West Coast Blues Society

Youth Orchestra of Southern Alameda County  
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Hayward Municipal Band

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Healing Arts

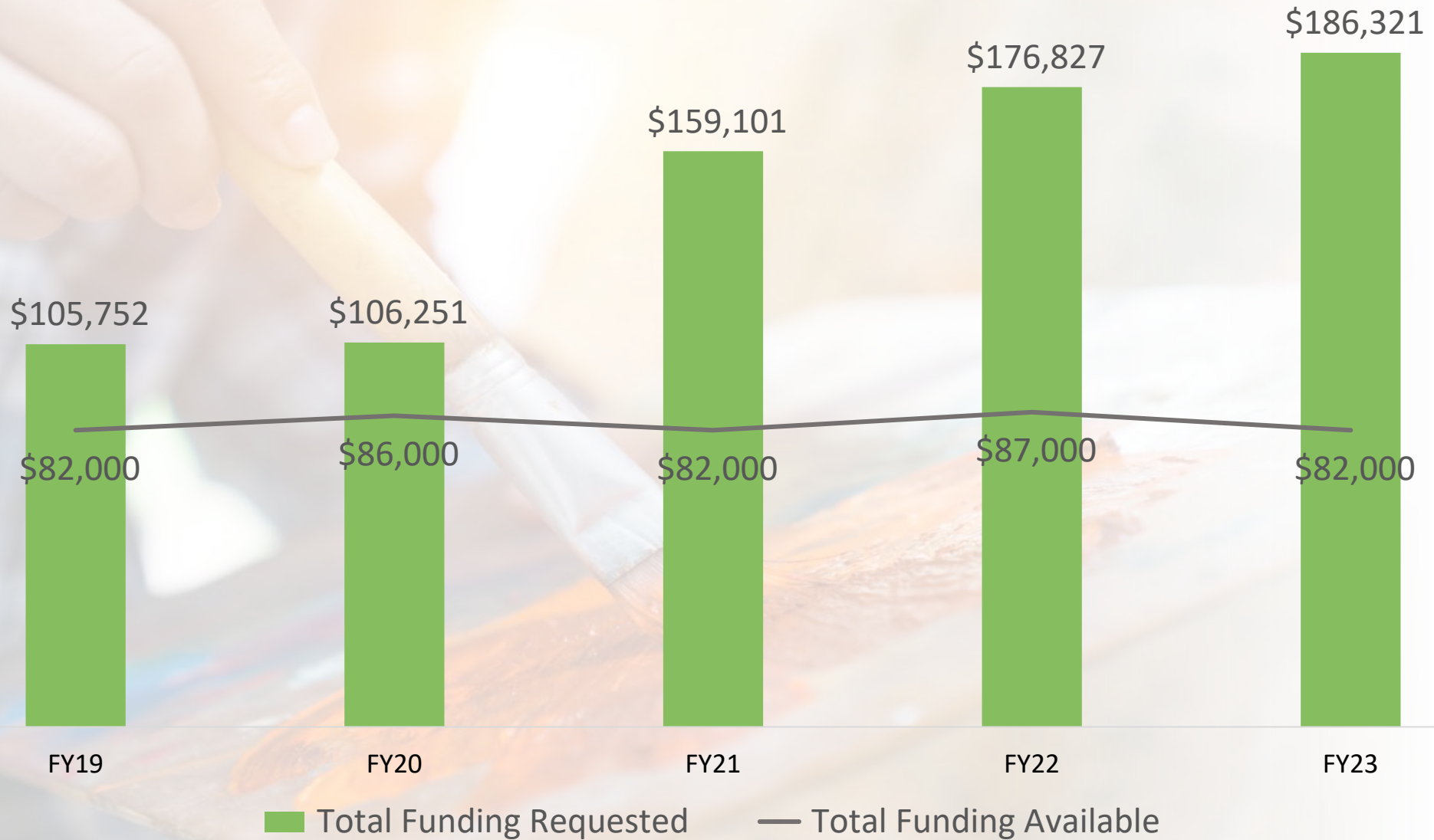
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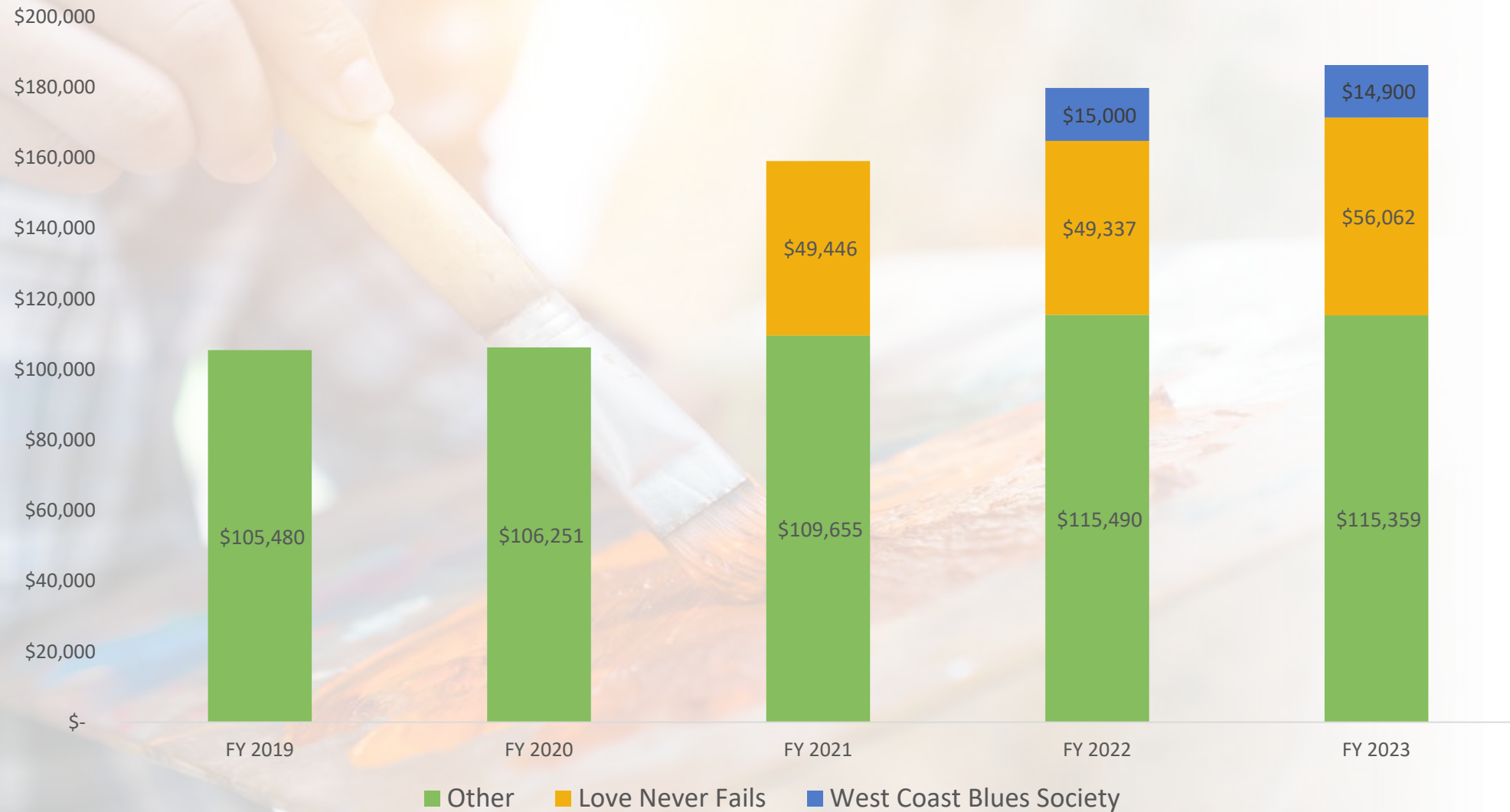
Russell City Blues Series & Juneteenth Holiday We Celebration

Hayward Scholarships/Stipends

# Arts & Music Funding Requests and Availability



# Arts & Music Funding Requests by New Agencies





# Proposed Arts & Music Guidelines

- **New Agencies**
    - Up to \$20,000 in financial support for one year
  - **Signature Agencies (1-5 years)**
    - Up to \$25,000
  - **Classic Agencies (+5 years)**
    - Up to \$30,000
- Grant should not be more than 75% total estimated program budget

# Example of Proposal

## General Fund - Arts & Music

| AGENCY  | PROJECT   | FY 2022 FUNDING | FY 2023 REQUESTS | FY 2023 FUNDING | PROPOSAL               |
|---|---|-----------------|------------------|-----------------|------------------------|
| Hayward Area Historical Society                   | Discovery Kits  | \$13,160        | \$16,820         | \$12,444        | \$13,365               |
| Hayward Area Historical Society*                  | Hayward Municipal Band  | \$0             | \$17,000         | \$6,886         | \$12,750               |
| Hayward Area Historical Society*                  | Hayward Arts Council / Band & Orchestra Festival                      | \$20,750        | \$33,344         | \$13,500        | \$30,000               |
| Love Never Fails                                  | Healing Arts  | \$11,795        | \$56,062         | \$10,615        | \$25,000               |
| Pacific Chamber Orchestra                         | Discover Music educational assemblies for the HUSD Elementary Schools | \$7,500         | \$12,500         | \$6,750         | \$12,500               |
| Ruby's Place*                                     | Sun Gallery Programs  | \$15,000        | \$31,900         | \$14,000        | \$30,000               |
| West Coast Blues Society                          | Russell City Blues Series & Juneteenth Holiday We Celebration         | \$15,000        | \$14,900         | \$14,010        | Move to Special Events |
| Youth Orchestra of Southern Alameda County (EBYO) | Hayward Scholarships/Stipends   | \$3,795         | \$3,795          | \$3,795         | \$3,795                |
| <b>Totals</b>                                     |   | <b>\$87,000</b> | <b>\$186,321</b> | <b>\$82,000</b> | <b>\$127,410</b>       |

**Projected Available \$132,000**



# Proposed Arts & Music Guidelines

A young boy is shown in profile, focused on playing a violin. He is wearing a grey t-shirt with a striped pattern. The background is softly blurred, suggesting an indoor setting with natural light. The overall tone is calm and artistic.

- **New Agencies**
  - Up to \$20,000 in financial support for one year
- **Signature Agencies (1-5 years)**
  - Up to \$25,000
- **Classic Agencies (+5 years)**
  - Up to \$30,000
- Grant should not be more than 75% total estimated program budget

## NEXT STEPS

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