

A hand holding a pen is writing on a whiteboard. The whiteboard has several colorful sticky notes (pink, green, blue, purple) attached to it. The background is a blurred office setting with windows.

# Community Agency Funding Process Review

## Joint City Council and Community Services Commission Subcommittee

June 9, 2022

Monica Davis, Community Services Manager  
Carol Lee, Management Analyst



# OVERVIEW OF SCHEDULE

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

Finalize Feedback Heard

Arts, Music, and Cultural Events Essential Funding

Discussion About Audit

## **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 Second Meeting

- Summary of Key Points from Second Meeting
  - Proposed Services Caps
  - Proposed Allocation for New and Innovative Funding
  - Services - Funding Essential Safety Net Services
- CSC Subcommittee - Refine administrative processes
- Future Council Engagement

## PART TWO: Essential Funding Discussion

- Arts, Music, and Cultural Events ARC framework

# **PART ONE**

## **Proposed Modification Recap**



# Proposed Modifications

- **Cap on Services Funding**
  - \$100,000 for housing and homelessness
  - \$50,000 for other services
- **Allocation for New and Innovative Funding**
  - Include a priority for 20-30% of applications to for new and innovative programs
- **Services - Funding Essential Safety Net Services**

# Key Identified Improvements – To be discussed with 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 TWO**

## **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

# Arts, Music, and Cultural Events



## Arts & Music Funding

- Hayward Area Historical Society-Discovery Kits
- Hayward Arts Council / Band & Orchestra Festival
- Love Never Fails-Healing Arts
- Pacific Chamber Orchestra-Discover Music Educational Assemblies/HUSD Elementary Schools
- Sun Gallery Programs
- Youth Orchestra of Southern Alameda County (EBYO)-Hayward Scholarships/Stipends

## Cultural Events Program

- Parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events
- Including
  - Hayward Municipal Band
  - West Coast Blues Society

# Arts, Music, and Cultural Events

## Arts & Music Funding

- **New Agencies**
  - Up to \$30,000 in financial support for one year
  - Grant should not be more than 90% total estimated program budget
- **Signature Agencies (1-5 years)**
  - Up to \$25,000
  - Grant should not be more than 60-75% total estimated program budget
- **Classic Agencies (+5 years)**
  - Up to \$20,000
  - Grant should not be more than 50-60% total estimated program budget

## Cultural Events Program

- **New Events**
  - Up to \$10,000 in financial support for one year
- **Signature Events (1-5 years)**
  - Up to \$5,000
- **Classic Events (+5 years)**
  - Up to \$7,500
- Money granted to either a new or existing event cannot be more than 20% of the total estimated budget for the event

# Arts and Music Audit Current Requirements

- Current funding policies require each agency awarded over \$15,000 in funding to provide a completed independent fiscal audit
- Agencies that do not have a current audit who wish to apply for more than \$15,000 are eligible to apply for City funding only in partnership with a fiscal administrator
  - Fiscal administrator is able to charge up to 10% of grant for services

# Arts and Music Audit Proposed Requirements

- Agencies that do not have a current audit who wish to apply for \$20,000 or more can apply and seek a financial letter of good standing from an auditor.
  - The cost for this type of letter is \$500 - \$1,000
  - Provides financial assurances to City at limited cost to agency
- Staff will explore alternatives for Arts and Music applicants to further remove barriers to accessing funding while maintaining prudent fiscal policy

## NEXT STEPS

### **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**