



# 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

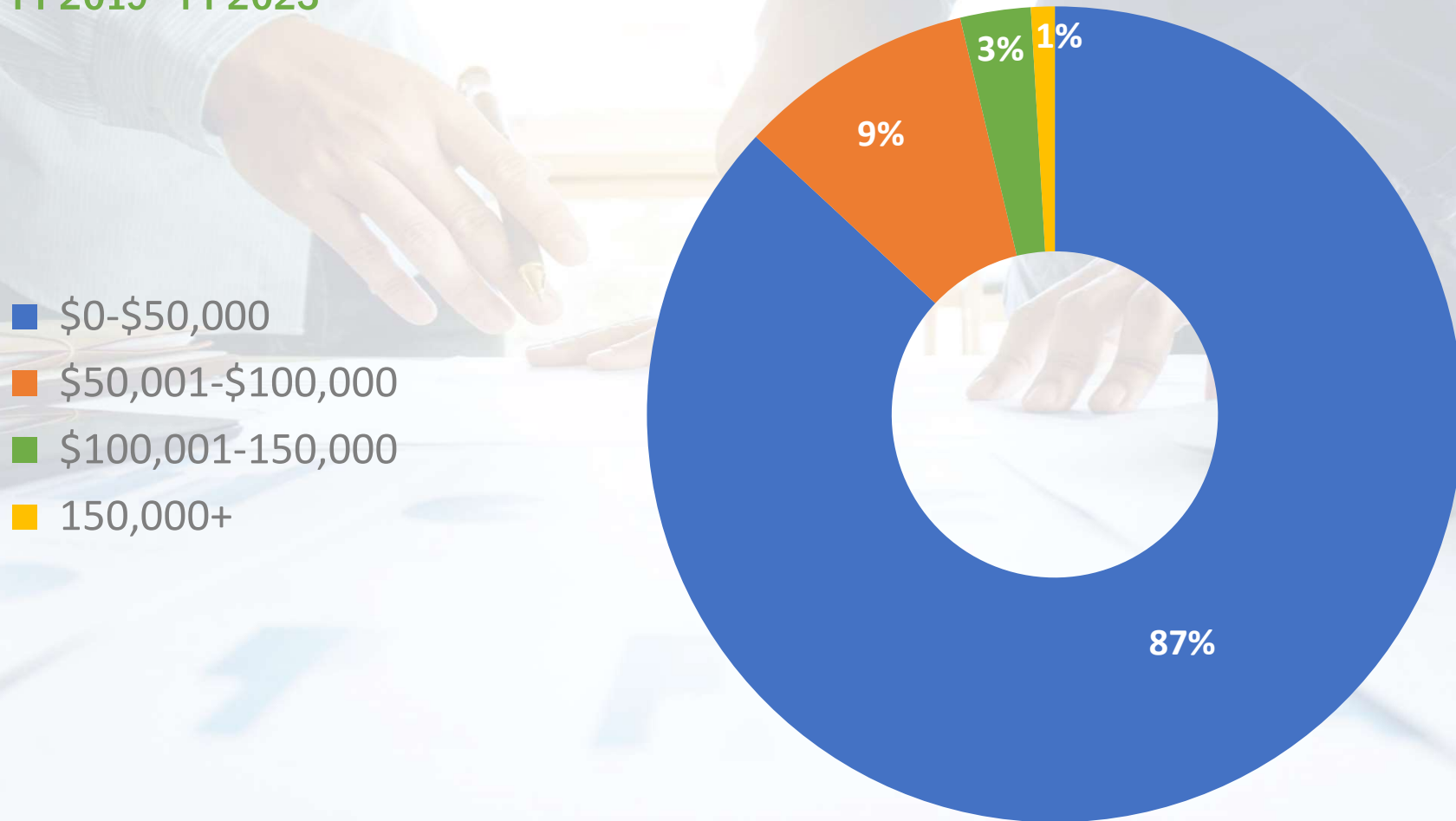
# **PART ONE**

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



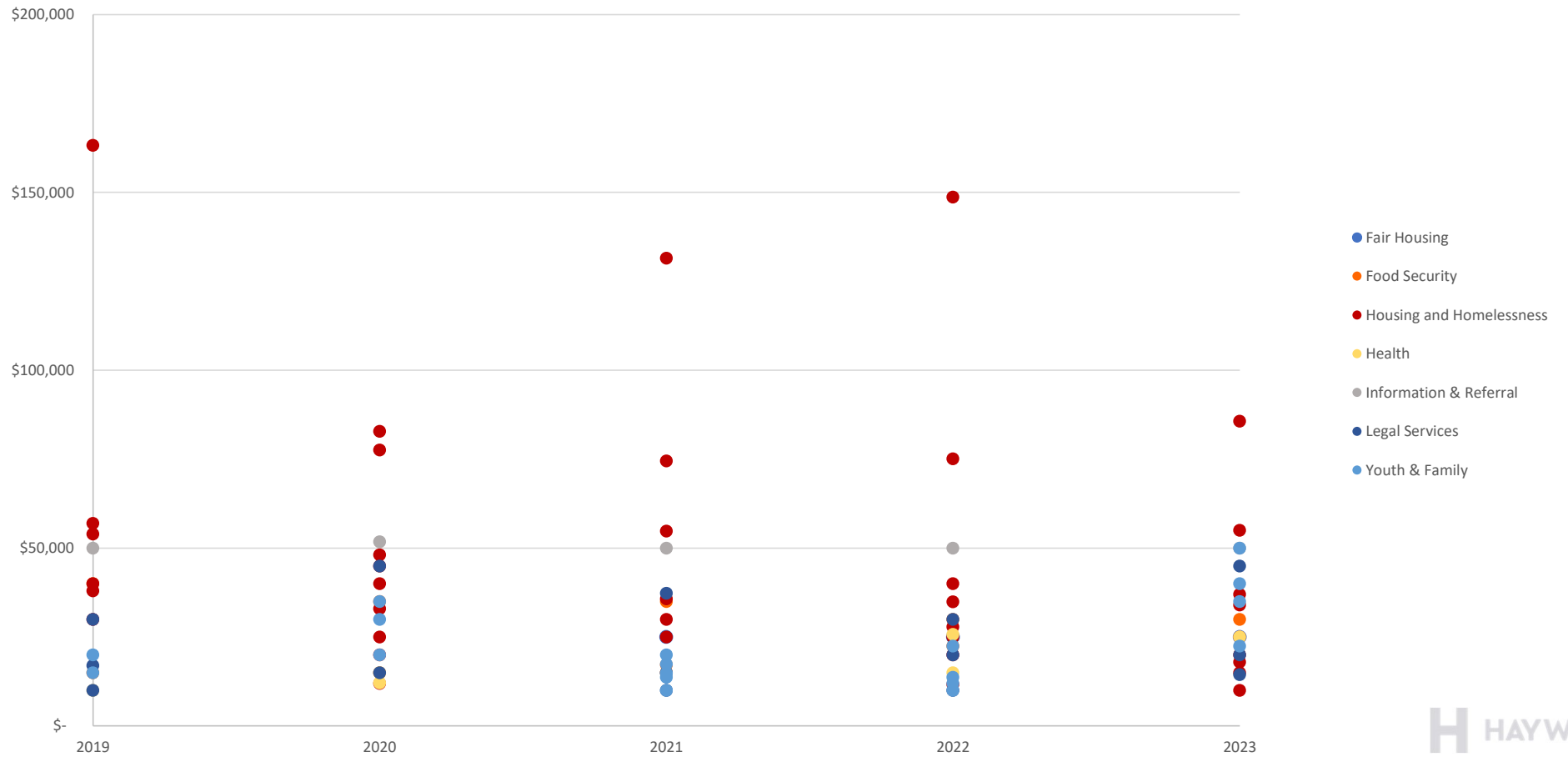
# Services Grant Awards by Amount

FY 2019 - FY 2023

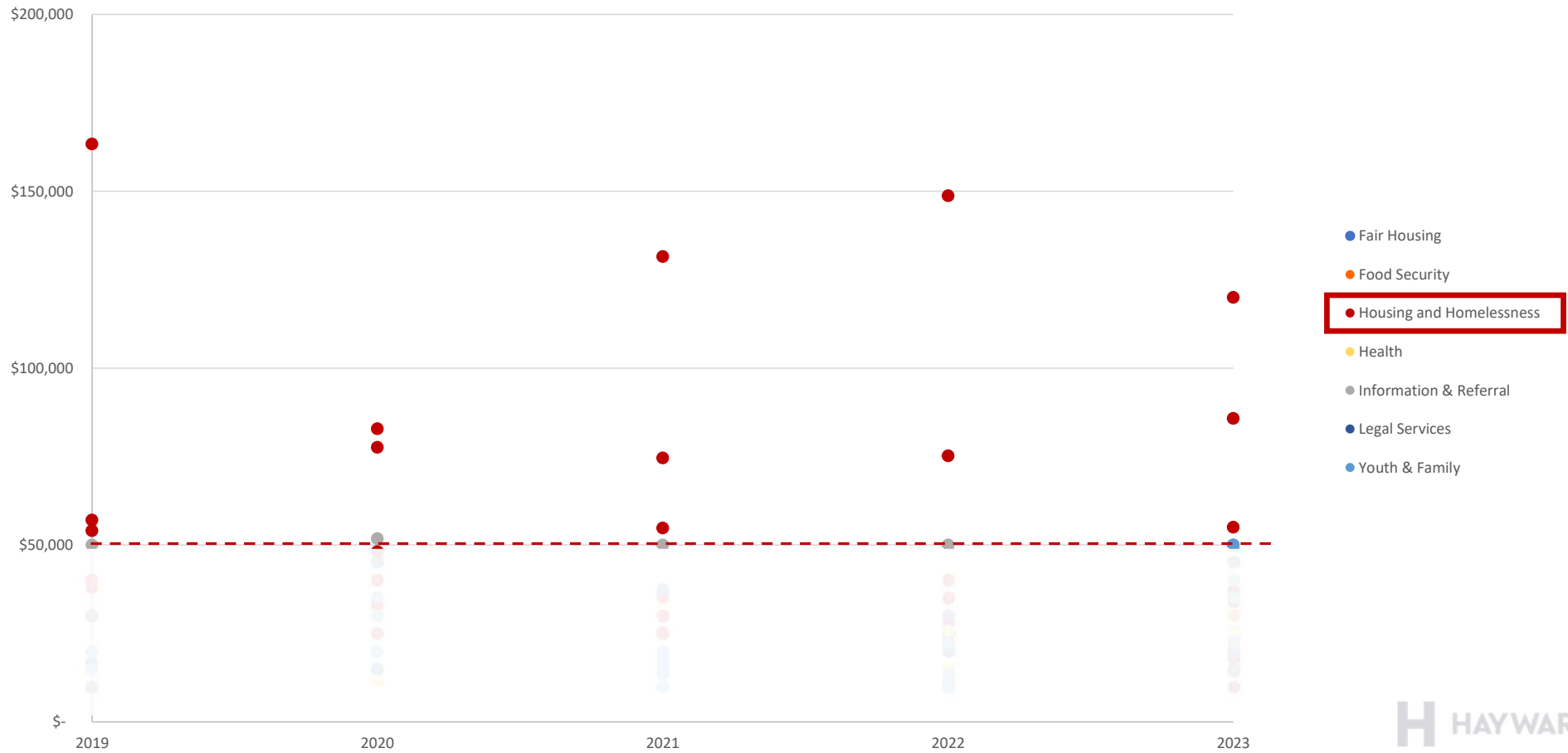




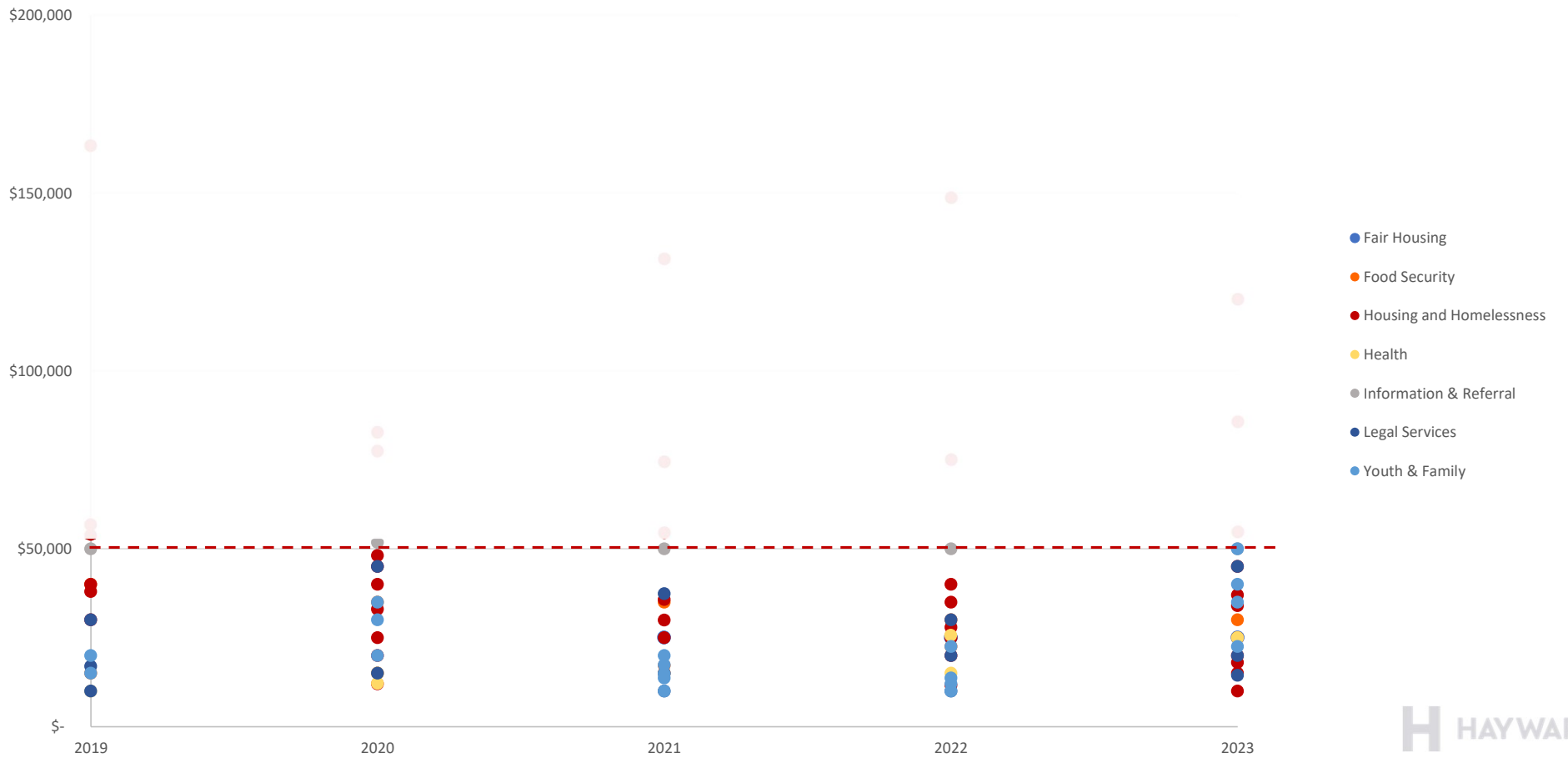
# Services Grant Awards by Category



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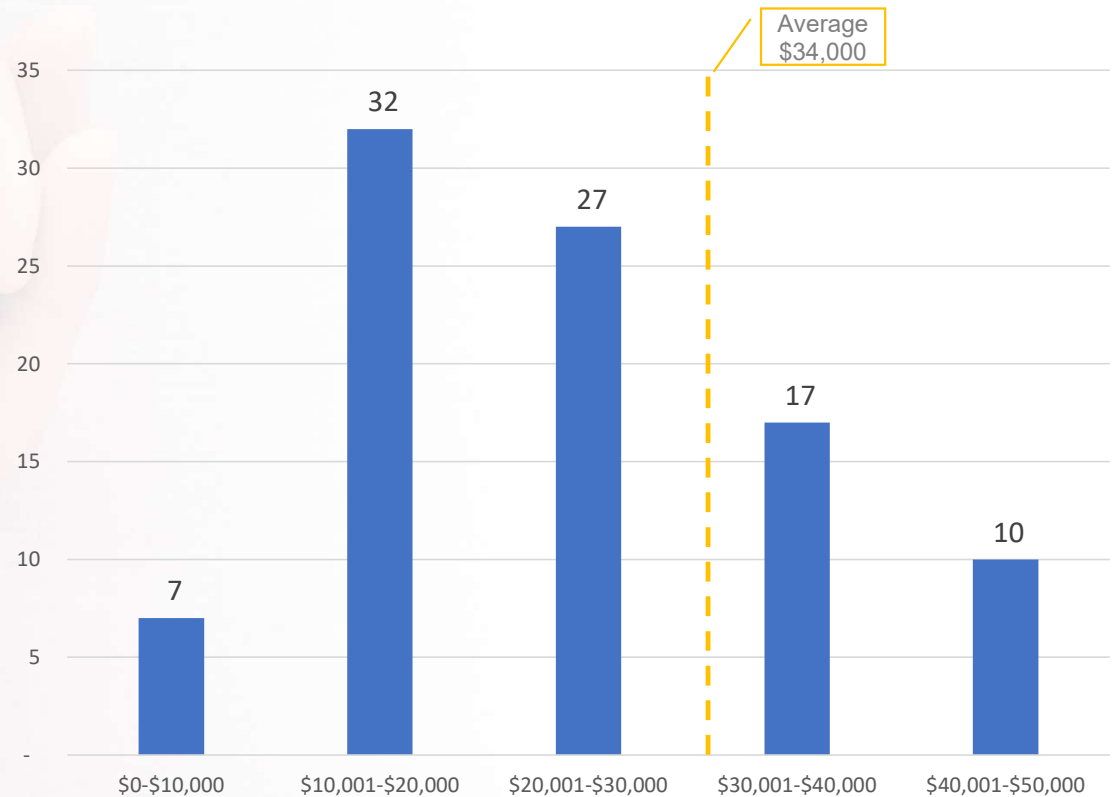
# Services Grant Awards by Category



# 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

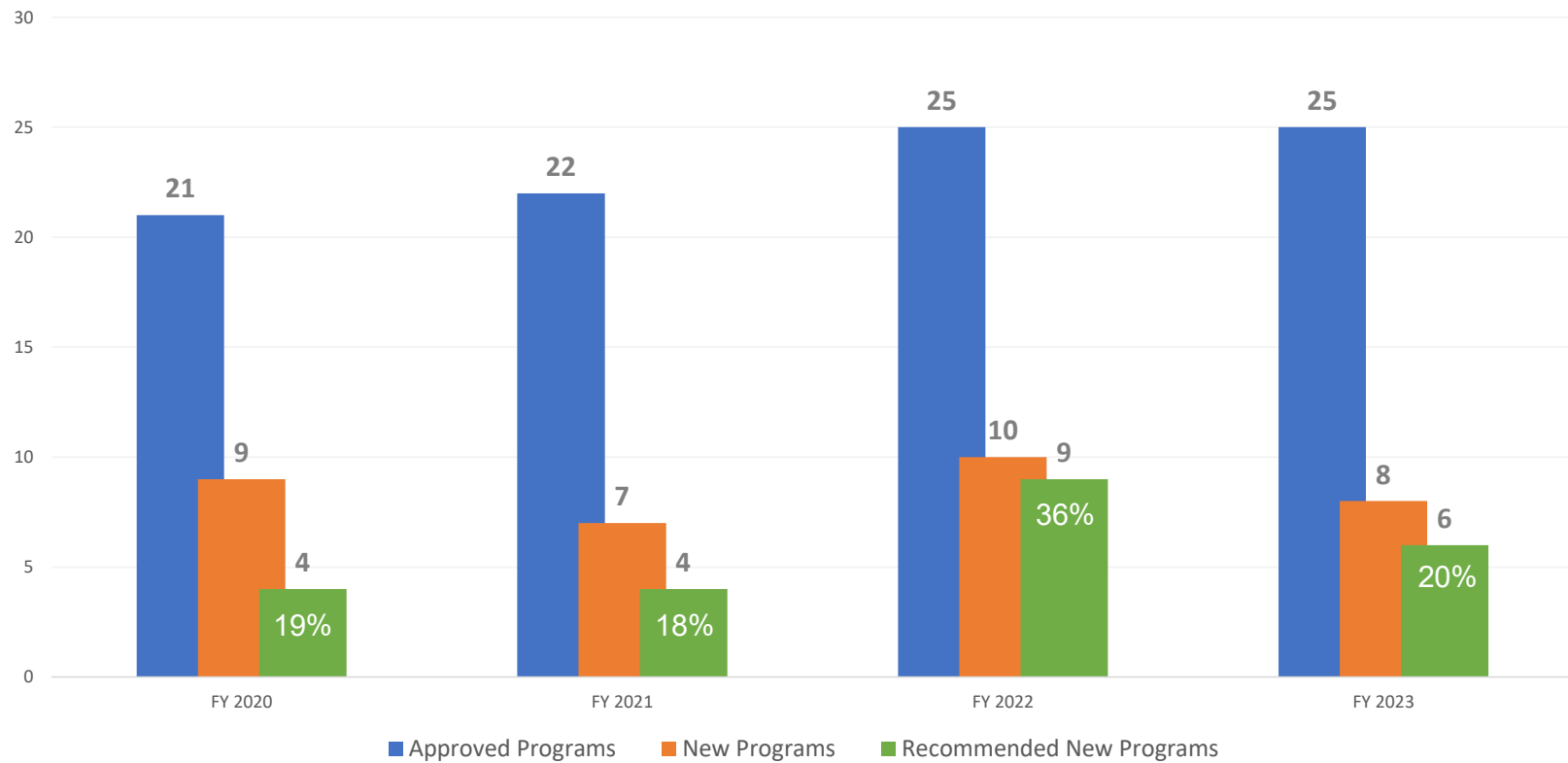


# **PART ONE**

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



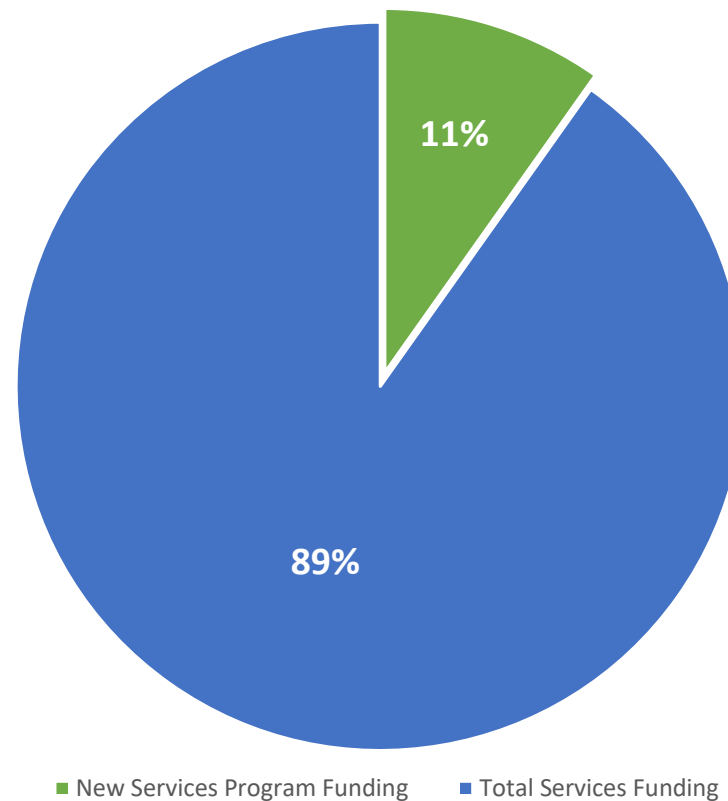
# Services Programs Recommended for Funding FY 2020 - FY 2023



# 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% of funds 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 \$25,000 each to:	\$175,000
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	
<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

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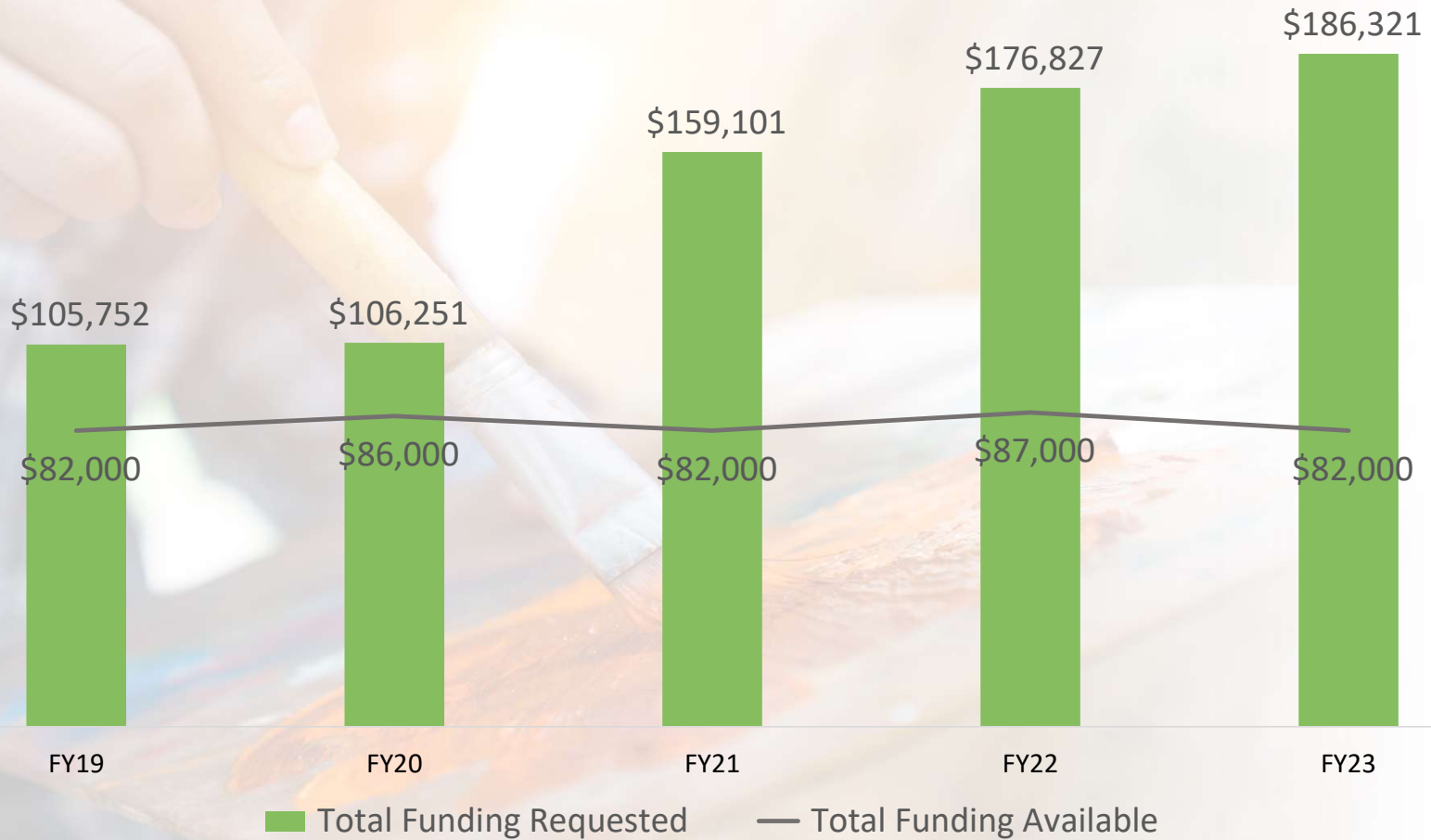
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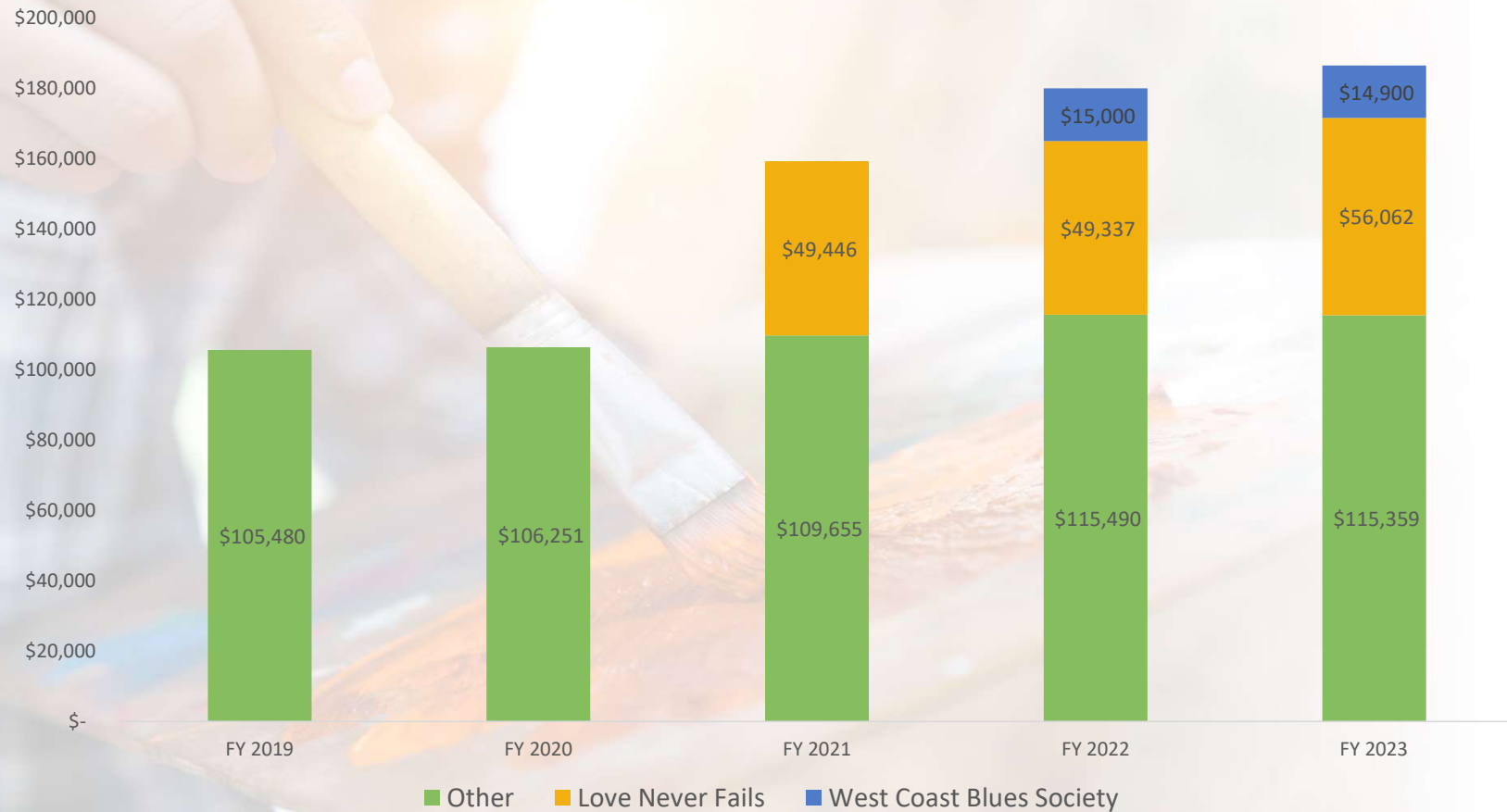
Russell City Blues Series & Juneteenth Holiday We Celebration

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

- **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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Finalize Feedback Heard**

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