



Legislation Text

File #: 19-019, **Version:** 1

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SUBJECT: Acceptance and Appropriation of Grant Funding in the Amount of \$3,000 from FY 2019 Merced County First Five Grant for Tiny Tots Santa's Workshop, Valentine's Day and Earth Day

REPORT IN BRIEF

Considers accepting and appropriating grant funding in the amount of \$3,000 from Merced County First Five for the following community events; Santa's Workshop, Valentine's Day and Earth Day.

RECOMMENDATION

City Council - Adopt a motion:

- A. Accepting grant funds from Merced County First Five and increasing revenue in account 024-1226-360-02-01 - Creative Skills-Contributions and Donations in the amount of \$3,000; and,
- B. Appropriating the same to account 024-1226-542-29-00 - Creative Skills-Supplies and Services; and,
- C. Authorizing the City Manager or Assistant City Manager to execute the necessary documents.

ALTERNATIVES

- 1. Approve, as recommended by Staff; or,
- 2. Approve, subject to conditions other than recommended by Staff (identify specific findings and/or conditions amended to be addressed in the motion); or,
- 3. Deny; or,
- 4. Continue to a future meeting (date and time to be specified in the motion).

AUTHORITY

Charter of the City of Merced, Section 200.

CITY COUNCIL PRIORITIES

As provided for in the 2018-19 Adopted Budget

DISCUSSION

Merced County First 5 provides Proposition 10 funding through an application process to fund one-time mini grants and encourage community participation and development of projects that address Merced County First 5's vision and mission. Their vision is that all children in Merced County will

thrive in supportive, loving and nurturing environments, enter school healthy and ready to learn, and become productive, well-adjusted members of society. First 5 considers applications that provide services to their target population of children from birth to age 5 in two annual funding cycles. The General Mini Grants program provides funding up to a maximum of \$3,000 to help applicants accomplish their objective(s).

The Parks and Recreation Department applied for a general mini grant this past December and was awarded \$3,000 for costs associated with three different Tiny Tot Holiday community events. These events are an opportunity for children and families in the community to experience the different wonders of holiday seasons such as festive Christmas lights, creating Valentine heart crafts, and Earth Day crafts geared to appreciating our planet and keeping it clean. Two out of three events are held at city hall while Earth Day takes place at our local regional park, Applegate Park.

Santa's Workshop was held on the evening of December 19th from 5:15-7:30pm, and was maxed out on attendance with 40 kids registered, and over 80 other additional family members in attendance. The Valentine's event is scheduled for February 13th from 5:15pm-7:30pm, and Earth Day is planned to take place on April 19th. All of these events offer fun activities for kids such as music, hot cocoa, edible crafts, photo booths, photos with Santa, birdhouse feeders, complimentary popcorn, carnival games and much more.

For the past three years as the event continues to grow, a working relationship with community businesses has been developed as their monetary support has been supplemental to these events. Now with the partnership of First 5 and the focus on youth 0-5 years, we are able to allow 0-5 youth access to these events free of cost sponsored by First 5.

In addition to the approved funding, we are also able to increase the experience for youth with additional special crafts, decorations, free complimentary snack and juices and additional staffing. Every child who attends each activity receives free door buster items such as Santa's hat, necklaces, and holiday glasses and goodie bags.

IMPACT ON CITY RESOURCES

This \$3,000 will be available within the Fiscal Year 2018-2019 budget to help with costs associated with the community events (Santa's Workshop, Valentine's Day, Earth Day).

ATTACHMENTS

1. First Five Contract