



Legislation Text

File #: 19-675, **Version:** 1

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SUBJECT: Authorization to Accept and Appropriate Grant Funding in the Amount of \$1,000 for FY 2020 Merced County First 5 Community Engagement Event Sponsorship Program for Tiny Tots Santa's Workshop

REPORT IN BRIEF

Considers accepting grant funding in the amount of \$1,000 from Merced County First 5 for Santa's Workshop.

RECOMMENDATION

City Council - Adopt a motion:

- A. Accepting grant funds from Merced County First 5 and increasing revenue in account 024-1226-360-02-01 - Creative Skills-Contributions and Donations in the amount of \$1,000; and,
- B. Appropriating the same to account 024-1226-542-29-00; and,
- C. Authorizing the City Manager or the 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 1105

CITY COUNCIL PRIORITIES

As provided for in the 2019-20 Adopted Budget

DISCUSSION

The Children's Bill of Rights' Community Engagement Sponsorships Program provides financial support to organizations implementing community engagement events and activities that: Promote the Children's Bill of Rights, and connect families with children 0-5 years with available services that make the rights more of a reality for Merced County children. Funding under this program falls within

First 5's mission of "providing for the optimal physical, emotional and intellectual growth of the young children of Merced County", and aims to increase community level awareness and acknowledgement of the need to prioritize care benefiting our youngest kids (0-5).

Under this funding program, First 5 Merced County will support activities across a broad geography throughout Merced County, and partner together with a diverse group of organizations, groups, businesses, and other entities to engage community members and begin discussions around the Bill of Rights and children's needs, and connect families with needed services.

The Parks and Recreation Department applied for a community sponsorship program earlier in October and was awarded \$1,000 for costs associated with the upcoming event. This event offers an opportunity for children and families in the community to experience the miracles of Christmas in a safe environment, engaging in different arts & crafts, decorating edible treats, enjoying a festive atmosphere with Santa himself. Complimentary drinks and popcorn will be available for attendees, and partygoers are encouraged to dress up as little elves. This event will be held in the foyer and the Sam Pipes Room at City Hall on December 18, 2019 from 5:15pm-7:15pm.

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 supplemented this event. Now with the partnership of First 5 and the focus is on youth 0-5 years old, we are able to provide this event either free or at a reduced rate.

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 a free goodie bags.

IMPACT ON CITY RESOURCES

Once it is accepted and appropriated, this \$1,000 will be available within the FY 2019-20 budget to help with costs for this particular event.

ATTACHMENTS

1. First Five Agreement Letter
2. Santa's Workshop Flyer