



Legislation Text

File #: 19-685, **Version:** 1

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SUBJECT: Authorization to Accept and Appropriate Grant Funding in the Amount of \$1,000 from FY 2019 Merced County First 5 Merced County Community Engagement Event Sponsorship Program for the Applegate Park Zoo's Lights Before Christmas Event

REPORT IN BRIEF

Considers accepting and appropriating grant funding in the amount of \$1,000 from Merced County First Five for the Applegate Park Zoo's Lights Before Christmas event.

RECOMMENDATION

City Council - Adopt a motion:

- A. Accepting grant funds from Merced County First Five and increasing revenue in account 024-1254-360-02-01 - Zoo Special Events (Contributions and Donations) in the amount of \$1,000; and,
- B. Appropriating \$1,000 to account 024-1254-542-29-00 - Zoo Special Events (Supplies and Services); 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

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 throughout the fiscal year.

The Parks and Recreation Department applied for a Community Engagement Event Sponsorship Program this past November and was awarded the in the amount of \$1,000 for costs associated with the 5th Annual Lights Before Christmas event at Applegate Park Zoo. The event is an opportunity for children and families in the community to experience the Zoo decorated for Christmas and all lit up at night, transformed into a sparkling winter wonderland, while they observe the animals in their nocturnal habitats. The event will be held on the evenings of December 13 and 14, 2019, from 5:30-8:00 pm, and offered fun activities for the kids, Christmas music, hot cocoa and candy canes, one dollar popcorn, hot dogs and nachos, crafting, a snow play area, a craft vendor fair, animal viewing and petting, and pictures with Santa.

Local businesses and community groups that cater to the needs of young children and youth in the community are invited to decorate particular spaces along with Zoo staff. Each decorating group will be asked to include a banner or sign in their area to indicate their participation in the event. In addition, every family that attended will receive a “goodie bag” that contained informational handouts about services available for youth, as well as some freebie items like arcade tokens. Additionally, children 5 and under were given free admission to the event, sponsored by First 5.

IMPACT ON CITY RESOURCES

Once it is accepted and approved, this \$1,000 will be available within the FY2019-20 budget to help with costs for this particular event. There are no impact on city resources.

ATTACHMENTS

1. First Five Contract
2. Lights Before Christmas Flyer