



**Agenda Item C.1**  
**DISCUSSION/ACTION ITEM**  
**Meeting Date: March 21, 2023**

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**TO:** Mayor and Councilmembers

**FROM:** Jaime A. Valdez, Neighborhood Services Director

**CONTACT:** Shanna Dawson, Management Analyst

**SUBJECT:** Fiscal Year 2023-2024 Funding for the Support to Other Agencies Program

**RECOMMENDATION:**

- A. Approve the Grant Funding Review Standing Committee's Fiscal Year 2023-2024 funding recommendations under the Support to Other Agencies Program for the Government/Interagency and City Facilities/Recreation categories; and
- B. Approve two-year grant agreements and authorize the City Manager to execute agreements with each agency at the Council approved levels.

**BACKGROUND:**

The City allocates General Fund monies for the Support to Other Agencies (STOA) program to fund organizations in the Goleta area which provide services that the City cannot. Council awards STOA funding in the form of grants to nonprofit organizations in four program categories: 1) Government/Interagency; 2) City Facilities/Recreation; 3) Economic Development/Marketing and Promotions; and 4) Homelessness Initiatives. Funding recommendations for the first and second categories (Government/Interagency and City Facilities/Recreation) are made by the Grant Funding Review Standing Committee (Committee). Funding recommendations for the third and fourth categories (Economic Development/ Marketing and Promotions and Homelessness Initiatives) are under the purview of the Economic Development Standing Committee and the Homeless Issues Standing Committee, respectively.

Council approved funding for FY 2022-23 as shown in Table 1 below:

Table 1: FY 2022-23 Support to Other Agencies Program Funding

No.	Organization	Amount for FY 2022-23
1.	SB BIKE/COAST	\$10,000
2.	Foundation for Girsh Park	\$135,000
3.	Goleta Lions Club – Goleta Holiday Parade	\$15,000
4.	Goleta Valley Historical Society	\$100,000

5.	South Coast Railroad Museum	\$40,000
6.	Center for Urban Agriculture at Fairview Gardens	\$60,000
	<b>TOTAL AMOUNT</b>	<b>\$360,000</b>

At the November 15, 2022, City Council meeting, Council approved the release of a Request for Proposals (RFP) to solicit responses from organizations seeking Support to Other Agencies funding. The RFP was released on December 16, 2022, and responses were due by January 27, 2023. Eight organizations applied, and City staff also asked for a place holder for \$30,000 in funding for Senior Programs at the Goleta Community Center (GCC). Staff made the request because it is not known at this time whether the City will be continuing its interim management of the GCC at the beginning of FY 2023-24, or if a non-profit organization will be managing programming at the GCC.

At the February 13, 2023, Committee meeting, the Committee reviewed staff's funding request for Senior Programs at the GCC, as well as applications from MOVE (formerly COAST/SBBIKE); Foundation for Girsh Park; Goleta Lions Club – Goleta Holiday Parade; Goleta Valley Historical Society; South Coast Railroad Museum; Goleta Union School District; Greater Santa Barbara Ice Skating Association (Ice in Paradise); and the Center for Urban Agriculture at Fairview Gardens. A summary of the Committee's funding recommendations are listed in Table 2 below.

Table 2: FY 2023-24 Grant Funding Review Standing Committee's Funding Recommendations

No.	Organization	Amount for FY 2023-24
1.	MOVE (formerly SB BIKE/COAST)	\$15,000
2.	Foundation for Girsh Park	\$140,000
3.	Goleta Lions Club – Goleta Holiday Parade	\$15,000
4.	Goleta Valley Historical Society	\$100,000
5.	South Coast Railroad Museum	\$50,000
6.	Center for Urban Agriculture at Fairview Gardens	\$60,000
7.	Goleta Union School District	\$20,000
8.	Greater Santa Barbara Ice Skating Association (Ice in Paradise)	\$0
9.	Senior Programs at Goleta Community Center	Money to be appropriated in departmental budget.
	<b>TOTAL AMOUNT</b>	<b>\$400,000</b>

## DISCUSSION:

The City budgeted \$393,000 for FY 2022-23 for grant awards to organizations under the Support to Other Agencies Program in the Government/Interagency and City Facilities/Recreation categories, with \$360,000 in funding being recommended by the Committee and approved by Council. For FY 2023-2024, the Committee recommended \$400,000 in funding be awarded. The City Council has discretion to adjust the total available allocation.

For the Greater Santa Barbara Ice Skating Association (Ice in Paradise), the Committee did not recommend any STOA funding. However, the Committee noted that Council could add funding for that organization if it so chose. It should also be noted that Ice in Paradise has applied for a Goleta City Grant in the amount of \$10,000. Recommendations for Goleta City Grant funding were not available at the time that this staff report was prepared. The Committee also determined that funding for Senior Programs at the GCC be appropriated out of Fund 101-6510 for the GCC.

#### *Grant Agreement Template*

While the Committee did not make a formal recommendation, there was discussion and general agreement to proceed with two-year funding agreements, to match with the City's two-year budget cycle and provide funding stability to the grantees. Upon Council's approval of funding awards to each of the organizations, staff will proceed with two-year agreements for the above-listed organizations. Attachment 2 contains the standard agreement template. Attachment 3 contains a tailored agreement template for the Goleta Lions Club – Holiday Parade, as that is a one-time event, and will not require year-round insurance coverage. Staff are recommending that Council approve the agreement templates and authorize the City Manager to execute the individual funding agreements. Each agreement will contain a tailored description of services (Attachment 2 - Exhibit A) and an End of Year Report (Attachment 2 - Exhibit B) that all organizations are required to complete.

#### *Grant Accountability*

Under each grant agreement, the City reserves the right to audit the grantee's records and requires the grantee to maintain related financial records for at least two years. As of FY 2018-19, each grantee is required to complete a Year End Report describing program accomplishments and any significant deviation from the goals and objectives or budget that the grantee initially submitted. With the current FY 2023-24 grant cycle, grant agreements will include additional requirements for financial self-reporting.

#### **FISCAL IMPACTS:**

The Committee's funding recommendations were for a two-year period, and if Council agrees with this approach, funding would be committed for FYs 2023-24 and 2024-25.

The FY 2023-24 Draft Budget included a total allocation of \$393,000 for the Government/Interagency and City Facilities/Recreation categories under the Support to Other Agencies program in accounts 101-60-6100-54013 and 101-60-6500-54013. To reflect the Committee's recommendation of \$400,000 in funding, an additional \$7,000 for each fiscal year will need to be appropriated from the General Fund. Should City Council approve the committees recommended amount, the budget will be adjusted accordingly.

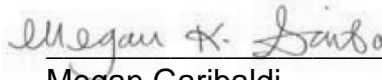
#### **ALTERNATIVES:**

The City Council may choose to direct staff to move forward with alternative funding recommendations. Staff will prepare grant agreements and/or amendments accordingly at the Council approval levels.

**Reviewed By:**

  
Kristine Schmidt  
Assistant City Manager

**Legal Review By:**

  
Megan Garibaldi  
City Attorney

**Approved By:**

  
Robert Nisbet  
City Manager

**ATTACHMENTS:**

1. Responses from Support to Other Agencies organizations from Request for Proposals
2. Support to Other Agencies Agreement Template
3. Support to Other Agencies Agreement Template – Goleta Lions Club

## **ATTACHMENT 1**

Responses from Support to Other Agencies organizations from Request for Proposals

## Proposal to City of Goleta 2023

Submitted by **The Center for Urban Agriculture at Fairview Gardens**

Date of Submission: 1/25/2023

- A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.**

The Center for Urban Agriculture at Fairview Gardens (CUAFG) has begun an extensive visioning, planning and redesign process for the farm, its infrastructure, and its programs. The historic farmhouse (now 125 years old), much of the farm's basic infrastructure, and the farm itself are in desperate need of a major upgrade to allow the farm to continue its programs into the future.

Michael Ableman, CUAFG's founder and original farmer, has now returned after twenty years away to lead this process. We are asking the City of Goleta to join other community partners in supporting this effort by providing funding for a portion of the soft costs related to planning, design, and permits.

### **Goals for the re-design and infrastructure upgrade are as follows:**

**To address critical infrastructure needs.** The historic farmhouse, which is situated in the heart of the farm and is the home of our offices and meeting space, is in need of restoration and upgrading. Our goal for the restoration is to retain the building's historic character and values while upgrading for structural safety and to accommodate current program needs. The farm also lacks a service barn to house equipment, tools, workshops, and provide additional space to support expanding agricultural and educational needs. In addition, the farm stand located on Fairview Avenue is in need of renovating.

### **To create a climate resilient agricultural model that addresses the urgent issue of growing food with dwindling water and energy resources.**

In spite of recent torrential rains, California agriculture is still facing dramatic water shortages and a continued cycle of drought and flooding. According to a Washington Post analysis of more than a century of temperature data, Santa Barbara and Ventura Counties are warming at nearly twice the rate of any other region in the continental US. Following on Fairview Garden's five decades of modeling innovative agricultural practices, well before it was popular to do so, we are re-designing the farm to focus on deep rooted perennials that require little if any water and few external inputs.

We are also re-building the farm's infrastructure to demonstrate a net zero consumption of energy through the installation of a large solar array, replacement of fossil fuel dependent machinery with electric technology, and reducing external crop inputs. Utilizing some of the best research and creative thinking in these fields, we aim to demonstrate that agriculture in California and beyond can respond creatively and effectively to a rapidly changing climate.

**To design and build a relatable and easily replicable suburban home garden model for Goleta residents.** Surrounding the farmhouse, the demonstration garden will model growing methods and systems to replace lawns with high density food production. Fairview Gardens is an agricultural island floating in a sea of tract homes and shopping centers. Many of our suburban neighbors are seeking visible and accessible models for how they can convert their resource intensive front or back lawns into growing food. With their input, our hope is to empower urban and suburban dwellers with the tools, visible examples, and training to give them greater self-sufficiency and food security, improve nutrition, reduce water and fertilizer use, and limit the use of fossil fuels that are required to manage lawns.

**To create a dynamic interactive kids' garden.** CUAFG has a long and productive history of providing exceptional educational opportunities for children. As part of our re-design, we are working with a team of landscape architects and educators to create a child's world within the farm that can provide the opportunity for children to immerse themselves within a dynamic multi-dimensional edible sensory landscape.

**To create a long-range master plan.** This detailed long-term plan will encompass crops, infrastructure, operations, programing, and management. It will include a Farm Management Manual and monitoring mechanisms to provide a solid roadmap for staff and management into the future.

**To create an endowment fund.** We have included five million dollars to our broader capital campaign to create an endowment fund that will provide ongoing support for our educational and program needs in the future. These funds will provide a buffer to the ups and downs of farming, reduce the dependence on annual fundraising, and stabilize the organization's programs and activities.

We have now raised just under one million dollars in seed money to lay the groundwork for the broader capital campaign to achieve the above goals. With the support of the city of Goleta and the broader community we are hoping to continue planning, design, and fundraising activities through 2023 and, assuming we reach our financial goals, begin implementation of our plans by the spring/summer of 2024.

**B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?**

The Center for Urban Agriculture at Fairview Gardens (CUAFG) is a California nonprofit organization that owns and operates a nearly 13-acre certified organic farm in the heart of Goleta surrounded by a community of residents and businesses. The land is permanently protected by an agricultural easement held by the Santa Barbara Land Trust.

Fairview Gardens and CUAFG had a prominent role in pioneering the sustainable, urban, and farm-based education agricultural movements. This history is well documented in three trade published books, a PBS film narrated by Meryl Streep, and numerous local, national, and international media stories, all of which brought positive attention to the community of Goleta.

In its fifty-year history, Fairview Gardens and CUAFG have inspired thousands of young people who visited by the busloads, fed hundreds of Santa Barbara County families annually, trained

numerous individuals who are now successful organic farmers, and created one of the first active agricultural conservation easements in the country. At its peak, the farm produced a staggering diversity of fruits, vegetables, and pulses in volumes unheard of for its scale. Its modeling of innovative farming and soil fertility systems placed it at the forefront of a movement that was just beginning.

Now we have the necessity and the opportunity to update and expand on the farm's past work by addressing the critical challenge of growing food in a changing climate, modeling "dry farming" techniques that were once a feature of Goleta valley's agriculture, supporting the changing needs of our local community through teaching climate smart suburban home gardening, offering creative opportunities for youth, and providing a model for farms to successfully navigate an uncertain future.

As one of the last working diversified farms located in the highly visible heart of Goleta, we are in a position to once again become an invaluable resource for the city and the community both as an attraction and as a service provider. With climate change, increased urbanization, and food security issues at the forefront, we believe our role going forward has become ever more important.

**C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.**

**Organization's Mission:** To preserve the agricultural heritage of the 125-year old Fairview Farm; provide the local community with fresh organically grown fruits and vegetables; demonstrate the economic viability of sustainable agricultural methods for small farm operations; research and interpret the connections between food, land stewardship, and community well-being; and nurture the human spirit through educational programs and public activities.

**Program Fit:**

The ageing infrastructure at the farm has reached a point where agricultural and educational program activities cannot be fulfilled. After five decades of providing food and education to Goleta we have recognized that our infrastructure, our goals, and our programs need to evolve to better serve the changing needs and demographics of the Goleta Valley. While our mission is timeless, the facilities that support it are not. Upgrading those facilities along with upgrading how we serve the community are essential for us to continue.

**D. Describe the operational aspects of the program/service/activity, including:**

- 1. Days and hours of operation;**
- 2. Number (estimated) of service hours provided annually; and**
- 3. How the program/service/activity will be managed and monitored.**

1. Days and hours of operation: Farm production and education programs have been paused to focus on fundraising, planning, re-design, and re-building. We project 2-3 years to complete this re-building phase at which time we will resume farming and education activities.



2. Number of service hours provided annually: In 2021, prior to pausing, we provided 1,189.5 service hours.
3. How the programs will be managed and monitored: Our founder and original executive director/farmer Michael Ableman will act as lead planner and fundraiser along with Taylor Herren as administrative assistant. We have a new board of directors focused on fundraising and planning and a small team of community members who are assisting in a volunteer capacity to fulfill our goals. We submit regular progress reports to our board along with ongoing updates to the community as we fulfill our fundraising goals and begin the process of re-building.

**E. Describe the priority population that will be served, and the estimated number of Goletans Served.**

When programming resumes, we will have a much greater capacity to increase the number of people served in addition to being available to a more diverse population. Along with re-building the farm's ageing infrastructure, we are working on re-designing the programs we will offer with a focus on providing services to a wider range of people. This will include making all interpretative signage fully bilingual, hiring education staff who better represent the current demographics of Goleta, and creating programs and on-farm events that are more representative of the diversity of our community.

**F. How does (or will) your organization measure the success or performance of your program/service/activity?**

At the completion of the two-year planning/redesign phase, we will have created a long-term integrated strategic plan for Fairview Garden's programs, including an overview narrative and guiding principles, physical mapping and renderings, field plans and crop lists, architectural drawings, program designs, rebuild and program budgets, and hopefully permits to begin. Fundraising will take place concurrently with the planning and design work, with our capital campaign made public after the first five million dollars have been secured. Success for this phase will be measured by the fulfillment of our fundraising goals and by the completion of all our planning, design, and permitting work.

**G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.**

It is tremendously valuable for us to have the City of Goleta as a partner in moving Fairview Gardens through this new phase. While the financial support from the city is essential, it is even more important for the community to see that the City of Goleta, along with our corporate, foundation and individual donors, is an active, prominent, and major partner in our efforts.

We have been doing extensive work on creating a solid case for financial support for our re-design and re-build. Pledges are coming in and interest is high amongst the broader Goleta and

Santa Barbara communities. Our approach is to seek funding from a range of sources- government (municipal, state, and federal), individuals, foundations, and corporations.

**H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?**

As mentioned previously, our approach to the revitalization of Fairview Gardens is to have the broadest possible range of financial support -from neighbors who might give a single dollar to major foundations who can provide millions. This was the approach twenty-five years ago when we raised the funds to permanently protect the land, and it will be the approach going forward. Having the City of Goleta as a financial partner, invested in this effort, is essential not just for the funds provided, but because of the importance of the city's endorsement of our work to protect Goleta's agricultural heritage.

**I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)**

While the specifics of our needs will change when design, planning, and rebuilding has been completed, we are hopeful that the city will continue to support our efforts as they return to programs and operations.

## J. Project Budget

### Revenues

We have currently raised just under one million dollars to support year 1 (January 2023 – December 2023) which is focused on salaries, permits, design, consultants, etc. in advance of the actual rebuild of our facilities and the farm. During this time we will also be actively fundraising to fulfill our broader capital goals for the rebuild and for a small endowment. Our fundraising goal for phase one, including what has already been raised, is three million dollars.

<b>Revenue</b>	<b>FY 22/23 (Current Year) July 2022 - June 2023</b>	<b>FY 23/24 (Next Year - Projected) July 2023 - June 2024</b>
City of Goleta Funds*	\$60,000	\$120,000
Federal	\$0	\$250,000
State	\$16,147	\$50,000
County	\$15,000	\$0
Municipal (Other Cities)	\$0	\$0
School District	\$0	\$0
Foundations/Trusts	\$100,000	\$300,000
Donations/Fundraising	\$625,000	\$2,000,000
Fees	\$0	\$0
Other Sources/Revenues	\$0	\$200,000
<b>TOTAL REVENUE</b>	<b>\$816,147</b>	<b>\$2,920,000</b>

## Expenditures

As of January 1, 2023 we began phase 1 of the project. We now have a fully engaged team of contractors and consultants and as such our expenditures relative to last year have increased significantly. A more detailed budget is available on request.

Expenditure	FY 22/23	FY 23/24
Salaries, Benefits, Payroll Taxes**	\$195,000*	\$390,000*
Consultants and Contracts**	\$100,000*	\$200,000*
Facilities, Utilities, Maintenance**	\$50,000*	\$100,000*
Supplies	\$2,500	\$5,000
Marketing (Printing, Advertising)	\$12,500	\$25,000
Travel, Mileage, Training	\$10,000	\$20,000
Equipment Rental/Maintenance**	\$20,000*	\$40,000*
Insurance	\$12,000	\$12,000
Other Expenditures**	\$311,500*	\$300,000*
<b>TOTAL EXPENDITURES</b>	<b>\$713,500</b>	<b>\$1,092,000</b>

\*\*Additional Expenditure Details:

**Salaries, Benefits, Payroll Taxes:** The team includes an Executive Director, Administrative Director, and a part time bookkeeper, groundskeeper, farm worker, and fundraising coordinator.

**Consultants and Contractors:** In addition to the above we will also be engaging consultants and contractors to support the planning and permitting aspects of the redesign. This includes architects for infrastructure and landscape design, an energy and climate consultant, a land use and permitting consultant, and a government grant writing consultant.

**Facilities, Utilities, Maintenance:** The annual cost of utilities is approximately \$20,000. This line item also includes the cost to maintain and make necessary repairs to the existing infrastructure, in addition to maintaining the land, and soil fertility work in preparation for the farm rebuild.

**Equipment/Maintenance:** Includes the cost of a recently purchased electric tractor that was subsidized with grants from the county and state. This also includes the cost to maintain existing farm vehicles and to purchase farm equipment as needed for the rebuilding of farm operations.

**Other Expenditures:** This category primarily includes the development soft costs related to permitting of the farmhouse restoration, farm stand renovation, and building of a new service barn. These expenses include city fees, an environmental review, structural and civil engineering, entitlement design and coordination, etc.

## **Deliverables**

### **Girsh Park RFP for City of Goleta Funding to Outside Agencies FY 23-24**

The Foundation for Girsh Park respectfully requests \$140,000 to help fund park maintenance in fiscal year 2023-24. We are requesting an additional \$5,000 to account for inflation and the ever-increasing expenses associated with park maintenance. The cost of all materials, water, equipment, and labor have dramatically increased in the last few years. To afford these increases, we have raised user fees, increased our fundraising activities, and continue a major annual draw from our endowment. Your added funding will help keep the facility in good working order for the community. Thank you for your time and consideration.

**A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.**

Since 2007, the City of Goleta and The Foundation for Girsh Park have maintained a highly successful public/private partnership to provide recreational opportunities for the community. The annual contribution from the City of Goleta allows Girsh Park to keep user fees affordable for the nonprofit organizations that use the facility. These nonprofit user groups include Dos Pueblos Little League, AYSO Region 122, Santa Barbara Soccer Club, Goleta Valley Dog Club, Central Coast Soccer League, Challengers Baseball, and Special Olympics of Santa Barbara, etc.

We estimate that Girsh Park receives over 500,000 visits each year for many different activities. We are a multi-use facility that brings together people of all ages, ethnicities, and socioeconomic levels to recreate in a safe and healthy environment. Your investment in Girsh Park helps to continue our successful enterprise and fulfills the need for community recreation. This model ensures that your citizens have recreational opportunities at a fraction of the cost compared to a traditional city model.

Over the last few years, Girsh Park was the only recreational facility that was able to stay open during a raging pandemic. Fields at local school districts and UCSB were closed to the public. This created a very high demand for our fields. To keep up with the high demand, we hosted soccer and baseball seven days a week. We placed teams on every patch of grass in the park. All that extra use wore out the grass throughout Girsh Park. We are now investing significant resources to repair and rest fields to be ready for the next season. Without your funding to maintain the park, this would not be possible.

**B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?**

Over the course of Girsh Park's 23-year existence, we have utilized more than \$22,000,000 worth of mostly private funding and resources to build, operate, and maintain this wonderful facility. Over that time, the City of Goleta has contributed about \$2,000,000 to our efforts. Compared to a traditional city park model, this is a massive savings for taxpayers. We have been able to provide the community this facility with a relatively small amount of public money. That shows the success of our private/public partnership.

Our business model also allows you a return on investment from the many programs at Girsh Park. We host soccer and baseball programs year-round. Players visit Goleta from all over the area to participate. They stay in local hotels, eat at restaurants, and shop in our local stores. This directly benefits local business and helps to create greater tax revenue for the city.

Your contributions over the years have allowed us to focus other resources on capital improvement projects including a synthetic turf soccer field, new restrooms, a concession stand, batting cages, new ADA pathways, etc. We have also been able to focus efforts on developing more programs at the park, as well as improving the programs that we already have. Without your funding for maintenance, this would not be possible.

Today our fields are reaching maximum capacity, and we need to add more field time to accommodate the demand for field time. More synthetic turf and field lighting projects are needed. Our foundation is committed to meeting those desires, and we need your help to reach these goals.

**C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.**

"It is our mission to develop, maintain and enhance The Lester A. and Viola S. Girsh Park to provide all community members with affordable, high-quality park and recreational facilities in a safe, attractive and healthy environment."

The funding we are seeking is allocated to our annual park maintenance budget. Fundamentally, our organization's main goal is to properly maintain Girsh Park. Balancing our operations budget long-term is the most important aspect of our business. When properly balanced, we can work on other mission fulfilling projects such as capital improvements and park beautification. All these efforts together define our mission and purpose. Our foundation's purpose is to own, operate, and improve Girsh Park for the community.

**D. Describe the operational aspects of the program/service/activity, including:**

**1. Days and hours of operation**

Girsh Park is open 7 days a week, 365 days of the year, from 7AM to sunset. We have some nighttime activity including soccer under portable lighting to 9PM.

**2. Number (estimated) of service hours provided annually**

This is difficult to calculate considering we are a 25-acre facility with multiple activities going on at the same time. We are open to the public for nearly 4,000 hours each year. Programs like Dos Pueblos Little League, AYSO, Santa Barbara Soccer Club, Central and Coast Soccer League hold their sessions/seasons for a minimum of 48 hours per participant. Some of these programs are operated for multiple seasons each year increasing the estimated number of service hours per participant.

Families participate in multiple programs and spend time recreating at Girsh Park year-round. A common joke in the community is that AYSO stands for “All Your Saturdays Occupied”. Do not forget about two practices per week and a Sunday scrimmage! This holds true for our other baseball and soccer programs. We estimate that Girsh Park receives over 500,000 visits each year.

**3. How the program/service/activity will be managed and monitored.**

The public uses Girsh Park for organized programs/events and spontaneous/drop-in use. This includes walking, running, playground use, meetings, picnics, workouts, dog walking, etc. Programs and events all vary by season and are carefully scheduled to coexist with one another. For instance, Dos Pueblos Little League plays in the spring, AYSO in the fall. Our youth sports occur after-school, on the weekends, or during school breaks. Parties and picnics are booked year-round in our event venues, mainly on the weekends. Girsh Park is always in use and is essential to the health of our community.

**E. Describe the priority population that will be served, and the estimated number of Goletans served.**

We serve all demographics at Girsh Park, including a wide range of ethnicities and socio-economic levels. We have partnered with many other nonprofit organizations to provide recreation programs for youth and adults in our community. Our most attended programs include Dos Pueblos Little League and Challengers (400 participants), AYSO Region 122 (2,500 participants), Central Coast Soccer League (1,000 participants) Santa Barbara Soccer Club (1,500 participants), etc. We estimate that sixty + percent of these participants live in the City of Goleta based on information provided by our users.



Scholarship programs are available through each program to ensure that all our programs are affordable to the public.

**F. How does (or will) your organization measure the success or performance of your program/service/activity?**

The Foundation for Girsh Park measures success in several ways. Our number one goal each year is to balance our budget while successfully maintaining the facility. Each year we must generate enough revenue to offset expenses, and that is not an easy task. We also measure success by the number of people that utilize the facility each year. Measuring the actual number is difficult, but we can look to our program participation numbers for a good representation. All our programs have grown throughout the years, and they are getting more popular by the season.

Another major goal each year is to improve and beautify Girsh Park outside of the day-to-day operations of park maintenance. For instance, this year we improved the baseball fields with new bullpens, pitching mounds, fences, and better infields. We put resources into landscape improvements, irrigation improvements and new irrigation controllers to save water. We measure our success by the improvement projects we have accomplished. Most of the funding for capital improvement projects is raised outside of the operating budget. Our organization is dedicated to improving the facility for the community, because Girsh Park will be needed for generations to come.

**G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.**

Yes, we leverage the resources of many other non-profit organizations to provide programs for the community. We have long-term partnership agreements with DPLL, SBSC, Goleta Valley Dog Club and AYSO. Your funding helps Girsh Park honor these agreements by keeping the facility in good working order for the participants. Without your funding our facility would be in poor shape, and each of these organizations would not have a safe place to play.

**H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?**

Your continued funding is vital for our organization. Our wonderful public/private partnership with the City of Goleta has lasted for 15 years. If this partnership were to terminate, or be reduced, then it would be very difficult to keep Girsh Park in good working order for the community. Our business model would need to be dramatically changed, and ultimately it would affect the quality of the facility and programming. That would

negatively impact Goleta residents. We would like to continue our partnership and expand it into the future.

We seek funding sources from all over the community. This includes a robust fundraising effort this year for both operations and capital improvements. This funding comes from families, individuals, foundations, corporations, etc.

**I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a City of Goleta RFP for Programs, Services and Activities (Fiscal Year 2022/2023) one-year request. (Pilot programs or capital expenses are considered one-time requests.)**

On-going operational funding for park maintenance is necessary for the health and longevity of Girsh Park. We can provide this wonderful community asset for a fraction of the cost that it would take to operate this as a traditional city park. Your support into the future is critical to ensure that Girsh Park is here for generations to come. Girsh Park is truly Goleta's Park, and our partnership will always be essential to our success. Many thanks for your continued support.

## Revenues

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)
City of Goleta Funds*	\$135,000	\$140,000
Federal	\$3,316 (ERTC)	0
State	0	0
County	0	0
Municipal (Other Cities)	0	0
School District	0	0
Foundations/Trusts	\$20,000	\$20,000
Donations/Fundraising	\$60,440	\$64,900
Fees	\$289,565	\$302,900
Other Sources/Revenues**	\$102,958	\$102,461
<b>TOTAL REVENUE</b>	<b>\$611,239</b>	<b>\$630,261</b>

\*In the first column titled "FY 22/23 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 23/24 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

\*\*Please specify the Other Sources/Revenues:

Endowment Draw

## Expenditures

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)	<b><i>City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)*</i></b>
Salaries, Benefits, Payroll Taxes	\$189,052	\$193,565	0
Consultants and Contracts	\$15,541	\$15,500	0
Facility, Utilities, Maintenance	\$367,372	\$366,146	\$140,000
Supplies	\$20,651	\$22,300	0
Marketing (Printing, Advertising)	\$3,107	\$3,650	0
Travel, Mileage, Training	0	0	0
Equipment Rental/Maintenance	\$1,562	\$2,000	0
Insurance	\$12,812	\$13,100	0
Other Expenditures**	\$10,683	\$14,000	0
<b>TOTAL EXPENDITURES</b>	\$620,780	\$630,261	\$140,000

***\*In the far-right column titled "City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).***

**\*\*Please specify Other Expenditures:**  
Loan Interest

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**GOLETA UNION SCHOOL DISTRICT**  
Fiscal Services

**Board of Trustees**

*Dr. Richard Mayer, President*  
*Dr. Vicki Ben-Yaacov, Vice President*  
*Sholeh Jahangir, Clerk*  
*Ethan Bertrand, Member*  
*Emily Zacarias, Member*

January 25, 2023

**City of Goleta**

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Response to RFP for the Provision of Programs, Services, and Activities that Support Government/Interagency and City Facilities/Recreation in the City of Goleta for Fiscal Year 2023/2024

**Background:**

Safety of students is of paramount concern for the Goleta Union School District (GUSD). In prior years, GUSD maintained a relationship through an MOU with the City of Goleta to take measures that enhance the safe transition of students on and off of school campuses and across the streets of Goleta through the hiring of crossing guards at the four school sites within the city limits. The City of Goleta and its commitment to public safety, provided funding of \$20,000 each year to help pay for the cost to have crossing guards at their stations, every day, rain or shine, throughout the school year to mitigate the risks of pedestrian students making their way on and off campus before and after school. The total cost to provide this critical service to the GUSD students and their families, who reside in the City of Goleta, is over \$50,000 per year, when fully staffed, at just these four schools. In recent years past, the City of Goleta has provided \$20,000 to support the GUSD crossing guard program. GUSD hires, manages and assumes all responsibility for the administration of these part time employees.

This document serves as the official response to the RFP issued by the City of Goleta and the following pages will provide all of the information requested in the Deliverables section of the RFP document.

If you have any questions, please do not hesitate to contact me directly by email at [ctedeschi@gusd.us](mailto:ctedeschi@gusd.us) or by phone at (805) 681-1200 x2205

Sincerely,

*Conrad L. Tedeschi*

Conrad Tedeschi, CPA  
Assistant Superintendent Fiscal Services

**Deliverables**

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- A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.

Provide crossing guard services in the neighborhoods adjacent to four elementary schools within the City of Goleta. Crossing guards are placed at busy intersections on all school days, Monday through Friday, before school and after school with exact start and end times that vary based on the individual school bell schedules. Crossing guards are supported by GUSD with signs and reflective vests as well as training to maximize safety for students, families and staff, and are supervised by school site principals. Some schools need additional crossing guards at multiple busy intersections so City support will allow for the continued staffing at those intersections to ensure the safety of these Goleta residents.

- B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?

GUSD provides crossing guards at all nine of its elementary schools. Four of these schools reside within the boundaries of the City of Goleta. These schools are La Patera, Brandon, Ellwood, and Kellogg. Crossing guards are a proven way to ensure safety of students crossing streets during the busy traffic times of morning drop off and afternoon pickup. Crossing guards wear reflective vests and carry large stop signs. Students arrive at school on foot and often ride bicycles and scooters. Crossing guards. I am happy to say that there have been no related pedestrian/vehicle incidents in those intersections monitored by GUSD Crossing Guards.

- C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.

Mission Statement:

The mission of the Goleta Union School District is to maximize academic, intellectual, and personal growth in order for each student to prosper in, and positively influence, a diverse and dynamic world.

Comment

It is critical for students to feel safe and to be safe as they get to school and are leaving school to ensure the mission of the GUSD is achieved. I have also attached the GUSD Strategic Plan of which a safe, healthy and secure environment is one of the critical Values and Beliefs. This starts on their safe arrival to school.

D. Describe the operational aspects of the program/service/activity, including:

1. Days and hours of operation; Mon - Friday
  - Before School 7:45am – 8:15am
  - Early Kindergarten Release 1:30pm – 2:00pm
  - After School 2:45pm – 3:15pm
  - 185 School days each year
2. Number (estimated) of service hours provided annually.
  - Approximately 1,850 hours across the four sites  
(Avg 2.5 hours per day x 4 sites x 185 days)
3. How the program/service/activity will be managed and monitored.
  - GUSD Admin hires the crossing guards and provides training. The individual school site Principals provide daily supervision and provide substitutes when the normal crossing guard is out.

E. Describe the priority population that will be served, and the estimated number of Goletans served.

Certified Enrollment at the four TK-6 elementary schools is 1,570 students broken down by school as follows:

Brandon - 444

Ellwood - 341

Kellogg – 409

La Patera – 376

These numbers reflect only students and do not include parents, babysitters, caregivers, siblings or others that might walk or ride with students to school.

F. How does (or will) your organization measure the success or performance of your program/service/activity?

Success in our crossing guard program is measured by the safety of our community members and lack of pedestrian injury accidents from vehicles. The measure would be the number of accidents and injuries.

G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.

The funding provided by the City will not leverage other resources. Even at \$20,000 per year that that City provided in the past, GUSD would cover the remaining cost of salaries and benefits along with the cost of crossing guards at the remaining five school sites not in the City of Goleta.

H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?

Funding for public school districts is limited and fixed based on local and state economic factors. When funding sources are cut, school districts are forced to prioritize programs. Safety is of paramount importance and the City's support will ensure the crossing guard programs will not be cut.

I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)

For years, this funding has been provided ongoing, year after year, and only recently has this changed that has required the school district participate in this competitive grant process. Our request is once again ongoing for the public safety of the Goleta Community.

- J. Using the budget tables on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each separate program/service/activity you are requesting City funding for. Any budgets submitted in separate format from the below tables will not be considered.

## Revenues

	FY 22/23 (Current Year)	FY 23/24 (Next Year – Projected)
City of Goleta Funds	\$7,150	\$20,000
Federal		
State		
County		
Municipal (Other Cities)		
School District		
Foundations/Fundraising		
Fees		
Other Sources/Revenues**		
<b>TOTAL REVENUE</b>	<b>\$7,150</b>	<b>\$20,000</b>

## Expenditures

	FY 22/23 (Current Year)	FY 23/24 (Next Year – Projected)	City of Goleta Funds Requested for FY23/24 (Next Year–Projected)*
Salaries, Benefits, Payroll Taxes	\$45,000	\$50,000	\$20,000
Consultants and Contracts			
Facility, Utilities, Maintenance			
Supplies			
Marketing (Printing, Advertising)			
Travel, Mileage, Training			
Equipment Rental/Maintenance			
Insurance			
Other Expenditure**			
<b>TOTAL EXPENDITURES</b>	<b>\$30,000</b>	<b>\$35,000</b>	<b>\$20,000</b>

\*In the far-right column titled "City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).



City of Goleta  
RFP FOR THE PROVISION of  
Programs, Services and Activities that  
Support Government/Interagency and  
City Facilities/Recreation in the City of Goleta  
(Fiscal Year 2023/2024)

### Goleta Valley Historical Society (GVHS)

#### Overview:

This proposal addresses the City of Goleta's plan to provide programs, services and/or activities that promote recreational, intergovernmental agency and educational opportunities in the City of Goleta, and as informed by the Citywide Two-Year Strategic Plan.

#### Deliverables:

*(A.) Detail the program, service, and /or activity for which funding is being requested.*

#### Funding Request for Programs, Recreational Activities and Grounds Maintenance:

#### Programs

**Education:** Our educational programming includes the more than 600 third graders from the Goleta Union School District and beyond who participate in our **Ranch Days program**, a flagship program for the Goleta Union School District (GUSD), which meets the state-mandated curriculum for local history.

We launched the **Camp Stow** summer program in 2019. This highly successful program available to K-3<sup>rd</sup> grade children, is an expansion of the Ranch Days program that provides a week-long session of experiential learning through interaction with our ranch yard chickens, baby goats and other live farm animals, lake walks, exploration of our natural environment, and arts and crafts activities. This program has been so beneficial to our local children, that at the request of community parents, we held (4) weeks of Camp Stow in 2022 with the addition of **"Winter" Camp Stow** during the winter break from school. With the generous funding provided in the past by the City of Goleta and other benefactors, we can offer an additional week this Spring 2023 with the addition of **"Spring Break" Camp Stow**. The pandemic continues to create many barriers for our families who rely upon quality childcare and afterschool programs to enable parents to work to support their families. All our youth-centered educational programs have a proven record of accomplishment for being engaging, stimulating and FUN! **Our custom designed programs for the youth in our community blends beautifully with the City of Goleta's priority to support aid to our local schools while also addressing the needs of our parents who have shouldered the lion's share of uncertainties throughout the pandemic.**

**Additional Educational Opportunities:** The society collects and makes available to the community, historical resources and provides educational programs for adults that promote local history. This includes lectures and exhibits that showcase different topics related to the Goleta Valley. Our Visitor's Center has a large collection of books, (many are written by local authors), and other items that detail the history and lives of those who live in our

unique slice of paradise.

- GVHS has created three onsite educational areas that provide intentional self-guided tours of the Rancho La Patera Ranch. Upon entering the property,
- 1) **the Visitor Interpretive Center** welcomes guests to an overall description of the property featuring a model of the Rancho La Patera footprint, placement of buildings and grounds. The Visitor Interpretive Center also posts various aspects of the history of the property and the Stow Family. Passing between the Stow House and bunkhouse, visitors enter
- 2) **the Ranch Yard**, an interactive display of farm equipment used on the property. Utilizing funding from a grant secured late in 2021, we updated the Ranch Yard tour with engraved signage and QR capabilities to provide a broader understanding of the farming/agricultural industry locally and the impact of the contributions of the research done on the Rancho La Patera nationally. At the back of the Ranch Yard is the century-old walnut packing shed, which houses
- 3) **the History Education Center**, telling the story of the Goleta Valley, from Chumash and native peoples up to present day, with a focus on ranching and agricultural stories. The center has been designed as an interactive experience, utilizing new technologies, innovations, and materials to enhance the visitor experience.
- 4) **STOW 150 Exhibit**: In celebration of the 150<sup>th</sup> Anniversary of Rancho La Patera and Stow House, the GVHS Archivist, along with the help of staff, board members, volunteers, and family members of the Stow family, created and installed a breathtaking, permanent exhibit within the History Education Center. Photos, historical ranching documents, memorabilia, personal videotaped interviews, and many other items from the GVHS collection and Stow family have been preserved for our community to view and appreciate.
- 5) **Educational Lecture Series/Oral Histories**: The GVHS is in the process of scheduling historical themed lectures related to the history of the Stow family and Goleta ranching history. In addition to scheduled lectures by local community experts, we have captured oral histories from members of the Stow family, local ranchers, and long-term volunteer docents. This information will be integrated into our docent-led tours of Stow House and La Patera Ranch becoming part of our historical archives for posterity.
- 6) **Tours**: These educational opportunities are complemented by the docent-led tours of **Stow House**. Visitors can ask questions of the docents who are well versed on the house, its period contents, the Stow family, and aspects of their life as Goleta residents, scientists, and agricultural entrepreneurs and inventors. **With the City's approval, GVHS invested in a Master Interpretive Signage Project in 2015 to help visitors understand the history of the property.** Residents walking their dogs, bird watching or just taking time during their lunch break, stop and read the signs that reveal the history of this historic property.

## **Festivals and Large-Scale Recreational Activities**

The Goleta Valley Historical Society has a rich tradition and history of overseeing many annual local festivals. These major events include:

- **Fiesta Ranchera** (presented by Old Spanish Days-Fiesta). This past year was the 13<sup>th</sup> anniversary for hosting this event at the Stow House with a modified attendance of approximately 400 due to Covid restrictions. Normally this event draws approximately 1000 attendees and is **one of the most popular events of the summer.**
- **Old Time Fiddler's Festival** (celebrating **50 years** in 2022 and usually 1200 attendees each year)
- **Old Fashioned 4<sup>th</sup> of July** (celebrating its 50<sup>th</sup> year with 1500 attendees on average)
- **Music at the Ranch** (a free summer concert series, featuring local musicians). **This series has offered a safe, outdoor recreational experience for community members.**

- **Sundays at the Ranch** (a weekly event that includes barnyard fun with our furry and feathered friends, tractor rides, arts and crafts, and outdoor walks on the property). **This is a very popular event for our local families and out-of-town visitors to the area. Many local bird watching groups come out every Sunday.**
- **Holiday at the Ranch** (this 2-day event features Stow House tours for family and friends to enjoy the house decorated in fine holiday regalia, visits to Santa by children and their parents, keeping with the traditions that the Stow family enjoyed over many years. Our volunteer Santa has delighted children for 26 years!
- **Stow House Tours** (tours take place every weekend [except for January], **with volunteer docents offering a rich guided history of the Stow House, the Stow family, and the community of Goleta**)

**Note:** Except for Fiesta Ranchera, all our community events are free for GVHS members. Our programs and events draw a diverse population from every socio-economic group of our region.

### **Additional Private Events**

The GVHS is committed to continue its tradition as a gathering place for events on the Rancho La Patera and Stow House property. The GVHS continues to open this exquisite property for **Weddings, Fundraisers, Private and Corporate Events and Memorial Services** to enable families and companies to celebrate those meaningful events in their lives. **Our desire is that with our continued partnership with, and funding from, the City of Goleta, we will be able to increase our exposure and services as an excellent, full-service destination location for these most important and meaningful occasions.**

**Note:** Some previously utilized parking on the property has now been designated as “environmentally sensitive”. The Society supports this designation; however, this change in circumstance has led to the exploration of alternatives for off-site parking and shuttle services to properly accommodate the needs of our guests who attend events hosted on the property. **We are grateful to the City of Goleta for their generosity in offering to assist the Society in developing mutually beneficial guidelines to address this necessary component for hosting community and private events. The Society is clear that for private events, the potential costs incurred for parking/shuttle services for private events would be the financial responsibility of the hosting entity. For community-wide events, we are hopeful that the City will accept our request for funding through this RFP process in order to cover these potential costs in the future.**

**Maintenance:** Since 1967, GVHS has been the steward of Rancho La Patera & Stow House. GVHS maintains and interprets 4.7 acres within the Lake Los Carneros Nature & Historical Preserve, which features the Stow House, built in 1872. To facilitate and encourage return visits from the community, along with hosting events, **we intend to address the much-needed deferred maintenance on the interior of the Stow House and the Ranch Yard, which we have not been able to fully fund in the past few years due to the pandemic.** Our Building and Maintenance committee crew is eager to move forward with several priority projects to maintain this highly valued asset of the City of Goleta. In the Ranch Yard, we look to overhaul the existing grounds with turf or sod. We need to restore the blacksmith shop to its former glory, and attend to maintenance on other ranch buildings, such as repairing and re-roofing the History Education Center and the Ranch Yard Carriage Center to protect the historical assets contained within.

### ***(B.) Summarize your agency’s past performance (as applicable) in relation to the program/service/activity for which funding is requested.***

The Goleta Valley Historical Society has a long-standing track record (since 1967) for delivering quality programs, events, and maintaining the grounds that encompass Rancho La Patera and Stow House. Our programs and camps always have a waiting list, and our attendees praise us for our performance. We work closely with the maintenance

staff from the City of Goleta to make sure the grounds are clean, safe, and aesthetically pleasing to those who visit. We are listed on the National Registry for Historical Landmarks.

***(C.) Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.***

The Mission of the Goleta Valley Historical Society is to collect, preserve, interpret, and foster appreciation of Goleta Valley's history through exhibits, programs and stewardship of the historical Rancho La Patera, home to the Stow family.

All the above-mentioned items in Section A of this application details how we support our Mission Statement.

***(D.) Describe the operational aspects of the program/service/activity, including:***

1. **Days and Hours of Operation**

- The Ranch Yard and History Education Center is currently open Sundays from 11 a.m. to 2:00 p.m.
- The Museum Store and Visitor Interactive Center are open Saturdays and Sundays from 1:00 p.m. to 4:00 p.m.
- Beginning again in February 2022, one-hour Stow House tours will be held on Saturdays at 2:00 p.m. and 3:00 p.m.

2. **Number (estimated) of service hours provided annually**

25,000 people per year or an estimated 20,000 unduplicated individuals

3. **How the program/service/activity will be managed and monitored**

The GVHS is overseen by a Board of Directors comprised of 6 volunteer community members and is currently managed by one full-time employee (Director of Operations) and two part-time employees who coordinate event planning, marketing and membership, visitor services and guest services in our on-site Museum store. These paid staff members are supported by the efforts of nearly 50+ volunteers throughout the year. **The Director of Operations serves as on-site security support while living in the Caretaker's Cottage. This on-site security presence is an important benefit to the GVHS and the City, in that it provides a set of eyes and ears on a property that is somewhat remote in its location, despite being close to neighborhoods and business areas.** Because this security presence is currently the Director of Operations, the property is monitored throughout the day as well as the evening and nighttime hours.

***(E.) Describe the priority population that will be served, and estimated number of Goletans served.***

The Goleta Valley Historical Society serves over 25,000 people each year from all walks of life. We welcome all folks from infants to senior citizens regardless of race, religion, or socioeconomic status. Although most individuals who enjoy our offerings are Goletans, through word of mouth, outreach, and advertising, our sphere of influence is growing and we are serving as host to more and more people from the Santa Barbara, Montecito, Carpinteria communities and beyond.

***(F.) How does (or will) your organization measure success or performance of your program/service/activity?***

The City of Goleta (through repeated leasing agreements) has been supportive of The Society for so many years because we are good stewards of their community valued asset. Through our community and educational offerings, we are the heart of Goleta's community and history. No other entity within Goleta provides the range of large-scale community gathering opportunities that we provide, nor impacts so many of its residents. We serve as a repository for the history of the City of Goleta. With the City's investment in maintaining our mutual and successful relationship, the City will maintain a valuable foundation upon which its success is built. We are grateful for your support of GVHS and are proud to be your partners in this critical work.

***(G). Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.***

Yes. When applying for other grant opportunities and donations from the private sector, these funders want to know about other entities who support the agency requesting funding. We are proud to report that we collaborate with the Railroad Museum and the other museums in town on joint programs and projects when appropriate.

***(H). Describe the extent to which the requested funds are vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?***

The Goleta Valley Historical Society, without the generous support of the City of Goleta, our cherished membership and community foundation funding, the GVHS would not be able to provide the level of service we currently offer. **Without funding on an on-going basis, this wonderful and long-term partnership with the City of Goleta, the valuable assets and links to the past – the interpretation of Rancho La Patera & Stow House and records associated with the 19th and 20th century growth – will suffer.** The City's funding is critical as we submit proposals to local foundations, many of which ask for a list of others who support us. In this way, we can leverage the City's faithful and generous giving for additional donations that support both our operating budget and special projects. **(G) The Goleta Valley Historical Society receives about one-third of its required income from membership dues, programs, events, rentals, museum store sales and investments. We are dependent on charitable income for the balance.** Operating on a budget of approximately \$300,000 that means that we must raise approximately \$200,000 annually from donations. **(H) This makes the City's investment vital to our health as an organization and to the offerings we can bring to the Goleta community.**

***(H). Please explain whether the requesting funding is needed on an on-going basis, or if this is a one-time request.***

This is an ongoing request.

## Revenues

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)
City of Goleta Funds*	105,300	110,000
Federal		
State		
County		
Municipal (Other Cities)		
School District		
Foundations/Trusts	28,500	25,000
Donations/Fundraising	106,000	60,000
Fees	1,400	3,000
Other Sources/Revenues**	52,000	107,000
<b>TOTAL REVENUE</b>	<b>293,200</b>	<b>305,000</b>

\*In the first column titled "FY 22/23 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 23/24 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

\*\*Please specify the Other Sources/Revenues:

These are actuals from FY 22: Youth Camp Tuition Fees-\$25K; Weddings-\$20K; Corporate/Private Events-\$20K; Individual Donations-\$16K; Investment Income-\$14K; Sales of Inventory-\$12

## Expenditures

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)	<b><i>City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)*</i></b>
Salaries, Benefits, Payroll Taxes	97,000	105,000	40,000
Consultants and Contracts	5,000	8,000	8,000
Facility, Utilities, Maintenance	45,000	50,000	50,000
Supplies			
Marketing (Printing, Advertising)	9,000	10,000	5,000
Travel, Mileage, Training			
Equipment Rental/Maintenance	12,000	15,000	7,000
Insurance	8,000	8,000	
Other Expenditures**	109,000	100,000	
<b>TOTAL EXPENDITURES</b>	<b>285,000</b>	<b>296,000</b>	<b>110,000</b>

***\*In the far-right column titled "City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).***

**\*\*Please specify Other Expenditures:**

These are actuals from FY 22: Accounting-\$13K; Fundraising-\$8K; Program-\$21K; Fundraising Events-\$48K;  
Office\$14K; IT-\$5K

**ICE IN PARADISE 2023 REQUEST FOR SUPPORT**

- A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.**

The Greater Santa Barbara Ice Skating Association opened Ice in Paradise on October 14, 2015. After incorporating as a non-profit 501 (c) 3 in 2008, and with years of planning, organizing, and raising over \$10 million through our Capital Campaign to construct and operate Ice in Paradise, it was a dream come true to open our doors and provide much needed recreational facility in Goleta. We offer a variety of recreational activities to local youth, families, university students, residents and visitors. Our programs include: daily affordable public skating sessions, ice skating lessons, birthday parties, figure skating programs, ice dancing, and youth and hockey programs.

The past two years have been challenging for so many organizations during the Covid Pandemic, and we are no exception. After growing success and program growth year after year, Ice in Paradise was closed on and off for 10 months, and it has been a real challenge for our organization to regain momentum after our numerous closures. Despite the obstacles, we remain committed to keeping our State-of-the-Art facility open year-round to provide public ice skating sports and recreational activities for the youth, students, and families in Goleta and the surrounding community. We will continue to provide high quality programming and work to expand our reach so that everyone that wants to participate in our recreational programs has the opportunity to do so. That said, we are in need of support to help re-engage, enhance, and provide opportunities for all community members to participate in these programs. We rely not only on user fees, but also importantly, donations, grants and community support to operate Ice in Paradise. Today we ask for general operating support from the City of Goleta in the amount of \$75,000 to support our Youth Hockey and our Learn to Skate Program recreation programs specifically.

**Entry Level Youth Hockey Program:**

Hockey takes cooperation, teamwork, and respect to succeed on and off the ice. Hockey teaches coordination and balance, builds strength physically and mentally, and gives children an engaging, fast paced, healthy activity that creates bonds of friendship. We are currently seeking support to keep down the costs of our youth hockey program ensure it is affordable and accessible to all. If we charged families the true cost of this sport, including ice time and coaching, it would be cost prohibitive to many families. Support from the City of Goleta will allow us to give children the opportunity to



experience this engaging sport without a large initial financial commitment. Currently we have a donor that helps underwrite the cost of this program so that we may offer it very affordably. We will no longer receive this grant next year and are looking for support from the City of Goleta to help keep our costs low for participants. Currently 8 weeks of youth hockey instruction and coaching is \$80 with all equipment provided free of cost. We are also in need of financial support to purchase more loaner hockey equipment, which will allow us to further support families that want to try hockey for the first time. Interested youth will be able to utilize loaner equipment to keep the sport accessible to all that want to participate. We are asking for \$25,000 for to help support these two endeavors of underwriting the cost of the program and the purchase of new loaner equipment for participants.

#### Youth Learn to Skate Program

Learning how to ice skate builds strength, develops confidence, and teaches the value of perseverance. It teaches resilience, consistency, and decision making. Our Learn to Skate program has suffered due to the to numerous rink closures over the past two years and the recent loss of our Skating Director. A consistent ongoing program is essential for continued growth and progress of skaters and the skating program. Funds are needed for an enhanced marketing and advertising effort to re-create an interest in this program as well as hiring a new Skating Director to help us manage this program. We are asking for \$50,000 to help support our Learn to Skate Program.

Ice in Paradise exists because of community support from individuals and organizations that see the real value in providing a safe, healthy place for kids to learn a new sport, get exercise, and develop lifelong skills. We hope for your support to help us expand and enhance our programs so no child that wants to learn a new sport is turned away. Thank you for your consideration.

**B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?**

Ice in Paradise has been providing recreational programming in Goleta since opening our doors in October 2015. We provide daily public skating sessions, youth and adult hockey, figure skating, skating school for youth and adults, we are the home of the UCSB hockey team, local high school hockey team, and continue to be a skating destination for locals and visitors alike.

Part of the rationale in asking for this funding is that we have come to understand that our programs serve an unmet need in the community, which is recreational opportunities for teens and indoor recreation for families. We have recently worked with

John Davies of Davies Public Affairs, and they have collected information from community leaders and community members from Goleta and Santa Barbara County. Overwhelmingly the feedback they received is that there is a deficit of safe, affordable, indoor recreational opportunities for teens and families in our area. Ice in Paradise is the only organization in the City Of Goleta that fulfills this need. Our goal with the “Free Skate Day at Ice in Paradise” partnership with the City of Goleta Library, is to help introduce ourselves to City of Goleta residents and also provide a free recreational opportunity they would not have otherwise on a monthly basis.

**C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.**

Please find our Mission, Vision, and Values document attached. Our mission, as a non-profit organization, is to provide a wide variety of recreational ice-skating programs for all members of our community to enjoy at affordable prices within a state-of-the-art facility. We strive to deliver this within a safe, friendly and fun environment with unparalleled customer service.

Each day we continue to deliver on our mission. We provide public skating sessions open every day of the week open to all residents of our community. We offer discounted programs like our Young Norq's youth hockey program mentioned earlier, and we have recently launched a “Free Skate Day with your Goleta Library Card” which will offer waived fees one day each month to guests with a library card through December 2023. We have a weekly discounted teen night and college night to provide a safe, and fun opportunities for young adults to recreate. We continue to maintain the highest standards for our rink and equipment and strive to make our programs affordable and accessible to all.

**D. Describe the operational aspects of the program/service/activity, including: 1. Days and hours of operation; 2. Number (estimated) of service hours provided annually; and City of Goleta RFP for Programs, Services and Activities (Fiscal Year 2023/2024) Page 4 3. How the program/service/activity will be managed and monitored.**

Ice in Paradise is open Monday-Saturday from 9 am – 10 pm and Sundays from 9 am to 9 pm providing programming every day of the year except Christmas. We monitor programs and activities year over previous year based on the number of participants in our programs and continue to experience growth each year.

**E. Describe the priority population that will be served, and the estimated number of Goletan's served.**

Ice in Paradise serves all the residents of Goleta and the surrounding area. Based on participation in our recent “Free Skate Day with the Goleta Public Library” and rink usage over the last year since reopening after Covid closures, we estimate we serve 10,000 Goletan's per year. Our priority is to make our programs available to all those

that want to participate, and particularly focus on those with low to moderate income. We are always looking for ways to underwrite our programs to keep them affordable and accessible.

**F. How does (or will) your organization measure the success or performance of your program/service/activity?**

We currently measure success by increases of revenue over the previous year in our various programs such as Learn to Skate, Hockey etc. Now that we have begun our outreach programs like our “Free Skate with Goleta Library Card” we are tracking how many participants we have each month.

**G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.**

Support from the City of Goleta will help us to leverage support from other organizations such as Decker's Outdoor Corp and the Hutton Foundation. These are two organizations from which we will seek grants to help with operational support in Spring 2023.

**H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?**

Continued grants and support from donors is critical to the success of Ice in Paradise. We not only rely on rink user fees but it is imperative that we continue to reach out to the community for donations, sponsorships, and grants. Year over year our revenues continue to grow but Ice in Paradise is in need of additional income for the foreseeable future due to our debt. As you know we were able to raise \$10,000,000 to construct Ice Paradise, but we also acquired debt to get our State of the Art facility constructed. We currently have a \$4,000,000 loan with American Riviera Bank and \$1,000,000 in private loans. These loans were necessary in order to get our skating facility constructed and open to the community. In order to secure the future financial stability of Ice in Paradise we are working to pay these debts off in a timely manner. Additionally, we are planning to establish an endowment in 2023 called the Legacy Society. We are pursuing this goal with the intention of raising \$1,000,000 and will establish this endowment fund with the Santa Barbara Foundation to help fund our programs in perpetuity.

**I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)**

Funding is needed on an ongoing basis for our programs.

**Revenues**

	FY 22/23 (Current Year to date 1/27/23)	FY 23/24 (Next Year - Projected)
City of Goleta Funds*		75,000
Federal	0	0
State	0	0
County	0	0
Municipal (Other Cities)	0	0
School District	0	0
Foundations/Trusts	18500	75000
Donations/Fundraising	82,988	225,000
Fees	1,033,705	2,067,410
Other Sources/Revenues**	200,237	400,474
<b>TOTAL REVENUE</b>	1,335,430	2,842,884

\*In the first column titled "FY 22/23 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 23/24 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

\*\*Please specify the Other Sources/Revenues:

City of Goleta RFP for  
Programs, Services  
and Activities (Fiscal  
Year 2023/2024)

Page 5

**Expenditures**

	FY 22/23 (Current Year to date as of 1/27/2023)	FY 23/24 (Next Year - Projected)	<b><i>City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)*</i></b>
Salaries, Benefits, Payroll Taxes	332,827	665,654	\$50,000
Consultants and Contracts	99381	198762	
Facility, Utilities, Maintenance	220,330	440660	\$25,000
Supplies	14,404	28,808	
Marketing (Printing, Advertising)	5,212	10,424	
Travel, Mileage, Training	0	0	
Equipment Rental/Maintenance			
Insurance	35,078	70,156	
Other Expenditures**			
<b>TOTAL EXPENDITURES</b>	707,232	1,414,464	\$75,000

***\*In the far-right column titled "City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).***

**\*\*Please specify Other Expenditures:**

## Goleta Lions Club Holiday Parade Proposal

January 20, 2023

The Goleta Lions Club is proposing to organize and run a Holiday Parade in Old Town Goleta.

The following paragraphs are responses to the requested information in Sections A through J of the City of Goleta "Request for Proposals for the Provision of Programs, Services, and Activities that support Government/Interagency and City Facilities/Recreation in the City of Goleta (Fiscal Year 2023/2024) document. We also appended our Mission Statement, Letter of Incorporation, & 2022 Parade Budget Income/Expenses and 2023 Projected Expenses.

A. This event is the annual Goleta Holiday Parade. This Parade is an annual event at the beginning of December each year, celebrating the holiday season.

B. In 2021, the Goleta Lions Club managed the fundraising, entries, and all parade activities. The club worked with the City of Goleta to coordinate the rental of and placement of lights and street blockages. Members of the Lions club have been involved in the Parade for the last seven years. The Parade event has been well received by the Goleta Community. Unfortunately, this last year's parade, after two attempts, had to be cancelled due to rain. The number of entries prior to cancelation had increased to over 80 entries. This included 5 local school bands, and over one thousand anticipated participants (including adults and children).

C. See Goleta Lions Club Mission Statement attached at the end of this proposal.

D. The parade occurs on a Saturday night on Hollister Avenue, between Fairview and Kellogg Ave. The parade begins at 6:00 pm and is over by 8:30 pm. In 2021, the parade had 48 entries. This amounted to 500 people participating in the Parade.

If our 2022 Parade had not been cancelled due to rain, we would have had over 80 entries and 1000 participants in the event. Even though the parade was cancellation due to rain, our total donated manhours exceed 400. As we also have volunteers who have participated in the four previous parades, our operations management and monitoring systems are fairly tested and sophisticated. Our fifty-page operations notebook is available for review on request.

E. The priority population is the youth and adult segment of the people living in the Goleta Valley. For 2023, we expect around 1000 participations in the parade. And we expect the number of spectators to exceed 3000.

F. The measure of success has been the excitement and participation of the community, both from sponsors and community members. In spite of Fire, Covid, and Rainfall, the number of entries has grown each year, and we expect that growth to continue for this coming year.

G. The City's participation in funding certain activities is incentive for other entities and organizations to also participate.

H. The City's funding will allow us to continue having a successful night time parade. The majority of the Community wants the parade to be at night. This requires almost \$10,000 in expenditures for the rental and placement of same. Also, closures of intersections by vehicles as "crash barriers" has contributed to increased costs. Coverage of all other costs depend on donations from local service clubs, businesses, and private citizens. This year was slightly less than \$20,000. However, total costs if the Parade had not been cancelled would have been more like \$35,000.

I. Yes, this request would be an ongoing necessity for a nighttime parade.

J. Budget Tables:

**Revenues**

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)
City of Goleta Funds*	\$15,000	\$15,000
Federal		
State		
County		
Municipal (Other Cities)		
School District		
Foundations/Trusts		
Donations/Fundraising	\$29,750	\$30,000
Fees		
Other Sources/Revenues**	\$1410	\$1400
<b>TOTAL REVENUE</b>	<b>\$46,160</b>	<b>\$46,400</b>

\*\*Other Sources/Revenues:

\$1,410 equals Participant Entry Fees.

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## Expenditures

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)	<b><i>City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)*</i></b>
Salaries, Benefits, Payroll Taxes			
Consultants and Contracts			
Facility, Utilities, Maintenance			
Supplies	\$1,078.74	\$950.00	
Marketing (Printing, Advertising)	\$2,654.06	\$3,116.00	
Travel, Mileage, Training			
Equipment Rental/Maintenance	\$9968.09	\$21,800.00	\$13,000
Insurance	\$4,194.00	\$2,500.00	
Other Expenditures**	\$2,071.56	\$7,511.00.00	\$2,000
<b>TOTAL EXPENDITURES</b>	\$19,966.45	\$35,877.00	\$15,000

\*\*Please specify Other Expenditures:

Signage, street markings, parade notification

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		2022	2023
Parade Budget		Actual	Budget
Income			
Donations	#		
Major	1	5,000	
North Pole	2	6,000	
Reindeer	4	6,000	
Candy Cane	11	11,000	
	\$500 1	500	
Snowman	\$350 1	350	
	\$250 2	500	
Elves	\$100 4	400	
City Hall Donation	1	15,000	
Int. income		11.34	
Misc donations			
Parade Entries/chk			
	\$30 3	90	
	\$45 5	225	
Pay Pal Entries	31	1,022.42	
Pay Pal Fees for Donations		-61.02	
Total Income		46,038	0

Expenses	2022		2023
	Actual		Budget
Adv & Promotion			
Mkt labor	1450	Whitmark	1,500
Boone Printing	263.19	Bills Copy	300
Staples Printing	167	Staples	200
Fed Ex Printing	373.87	Fed Ex	375
Flyer	100	SBHS	100
Web-site			241
Pay Pal Fees			61
License & Permits	463	City Goleta	500
Insurances	2,072	HUB	2500
2nd Insurances	2,122	HUB	
COX Cable Video	300	G. Addison	300
Outside Services			
Traffic Tech.	4,910	Total	8,000
Police	0		2500
Street cleaning	0		550
Printing/Boone			
Traffic drawings	400	Total	400
Traffic control	0		600
Traffic Signage	197	MSC	

Banners	118.53	Bld/a/sign	
	1054.33	Tri Valley	1200
Rentals			
Carts (4)	0	Giffin Rent	1600
Rest Rooms	0	Marborg	2200
Fences	405	Marborg	500
Trash Boxes	0	Marborg	
General Supplies	239	Uline	600
PVC Pipe	330	Plumb Sup	
Paper/misc	307.13		350
Postage	85		
Batteries, rope,etc	167.61	Ace	
6 Radio Headsets	359.09	Amazon	
Hats	35		
Volunteer Lunch			
Volunteer Breakfast	351		350
Thank You BBQ	0		250
Rotary Donation	0		500
Light rental	3697	United	4000
Light Placement	0		4000
Block Barricades	0		1000
conting.			1,000
	<hr/>		<hr/>
	19966.5		35,677

## Budget explanation

The income shown above for the “rained out” 2022 Parade is currently being examined to determine how much of the donated dollars will be returned to the parade participants and the major sponsors. We have emailed all entries and we are physically meeting with all the other donors to determine if they want a refund or perhaps “roll” their donations into the 2023 budget. This process should be completed by the end of February. We are also exploring two other parade opportunities for donors. First, we are inviting them to join our “Parade Advisory Committee” to help with planning going forward. Second, we are investigating costs, permitting, etc. for placing “Holiday Street Lighting” in old town Goleta. Included with these lights would be possible storefront decorating and lighting.



Shanna Dawson  
Management Analyst  
City of Goleta, Neighborhood Services Department  
130 Cremona Drive, Suite B  
Goleta, CA 93117

January 25, 2023

RE: REQUEST FOR PROPOSALS FOR THE PROVISION OF PROGRAMS, SERVICES, AND ACTIVITIES THAT SUPPORT GOVERNMENT/INTERAGENCY AND CITY FACILITIES/RECREATION IN THE CITY OF GOLETA (FISCAL YEAR 2023/2024).

Dear Ms. Dawson,

MOVE Santa Barbara County (formerly COAST+SBBIKE) is excited to submit this proposal for the **Support to Other Agency** program. Increasing climate-friendly transportation choices, affirming healthy choices we make daily, making it safer for students to walk and bike to school, and providing equitable travel solutions continues to be relevant and, we believe, essential. If our proposal is accepted, we hope it will be determined that our agreement with the City of Goleta will be considered for a minimum of two years. We thank the City of Goleta for considering our proposal.

A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for *each* include these components.

The goal of our Safe Routes to School program is to encourage students to walk, bike and roll to school and enable them to do so safely by addressing common barriers. We do this through a comprehensive approach based on the six “E’s” of the Safe Routes to School program: Engagement (listening to stakeholders and engaging frequently); Engineering (addressing physical barriers); Encouragement (generating enthusiasm); Education (teaching youth and adults safe behaviors and how to ride a bicycle); and Evaluation (performing counts and assessing success). We will also conduct low-cost helmet distributions, partner with after-school and summer programs to reach more youth and provide more programming for families.

B. Please summarize your agency’s past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services.

Locally, MOVE Santa Barbara County has coordinated the SRTS program for fifteen years. The program is a regional partnership funded jointly by local government agencies and Measure A. The City of Goleta has participated in this program annually since FY 2007-2008.

In recent decades, the number of students walking or biking to school has sharply declined. At the same time, childhood obesity and physical inactivity have greatly increased. Students being driven to school generates substantial traffic congestion and contribute to air pollution that affects the health of everyone in our communities. More traffic congestion on our roads increases the likelihood of crashes with vehicles.

Many communities in California and around the country are working to reverse these trends through Safe Routes to School (SRTS) programs. SRTS programs aim to increase the number of students who choose active (walking, bicycling, scooter, skateboarding) or shared (public transit, carpooling) modes of transportation to get to school by making it safer, more fun, and more accessible. The national Safe Routes to School program has been found to increase walking and bicycling rates among children and reduce traffic congestion in school zones and vehicle miles traveled during peak hours.

The program is based on nationally recognized best practices and implements commitments made by the City of Goleta in the Strategic Plan and Bicycle Pedestrian Master Plan. Events such as Walk and Bike to School Days increase the number of students walking and biking to school, which means increased physical activity for more students. Educational programming that teaches students how to be safe pedestrians and bicyclists through presentations and classes providing guided practice can reduce crashes with vehicles. Working with public works departments to make streets safer for students to walk and bike to school may result in fewer chances of crashes and parents feeling more comfortable allowing their children to walk and bike to school.

C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.

MOVE Santa Barbara County's mission is to promote walking, bicycling and public transit county-wide to create healthy, sustainable, and equitable communities.

The Safe Routes to School program is our mission in action. We encourage students and families to walk, bike, roll and bus to school and other places to actualize the myriad benefits for ourselves and our community including increased health, improved academic performance, cleaner air, enhanced community connections, reduced traffic congestion, lowered transportation costs and reduced greenhouse gas emissions.

D. Describe the operational aspects of the program/service/activity, including:

1. Days and hours of operation;
2. Number (estimated) of service hours provided annually; and
3. How the program/service/activity will be managed and monitored.

We have an Education and Encouragement Coordinator assigned to each public school in Goleta. Our coordinators have invited principals, teachers, parents and students to participate in a discussion that identifies barriers that prevent students from walking and biking to school. Based on the outcomes of these discussions, coordinators work with the school community to address those barriers. Outcomes often include educating students to be safe pedestrians and bicyclists, working with public works departments to improve street conditions for pedestrians and bicyclists and working with partners to make the program more sustainable. By training parents and teachers to lead groups of students walking and bicycling to school and to provide

safety presentations using the curriculum MOVE has developed, we increase the number of people engaged in making change. We also work with after school programs, teach week-long bicycle safety summer camps, and host community safety events throughout the year.

The program is managed and monitored by our Education Director with trained Coordinators conducting school-specific programming.

E. Describe the priority population that will be served, and the estimated number of Goletans served.

Students in grades K-12 are our targeted population. Our program reaches approximately 3,000 students in Goleta each year.

F. How does (or will) your organization measure the success or performance of your program/service/activity?

We collect mobility counts, which gather data on students' travel modes to and from school and compare data annually to determine if our work is effective. We track the number of students who participate in our programs including the number of low-cost helmets and bike light sets we distribute, the number of students who participate in pedestrian and bike safety classes and the number of students who participate in Walk and Bike to School Day celebrations.

G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.

Yes, the City's funds are matched by Measure A funds, greatly increasing the programming available for us to provide to the Goleta community. We work closely with leaders at the schools including Parent Teacher Associations, principals, student council students and parent volunteers. We seek grants from other sources, such as the Office of Traffic Safety, to leverage additional funding.

H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?

Yes, the City's funds leverage Measure A funding (they are a required match) managed by the Santa Barbara County Association of Governments. Our funding request to the City of Goleta is vital to continuing the program.

I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)

This funding is needed on an ongoing basis.

J. Using the budget tables on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each separate program/service/activity you are requesting City funding for. *Any budgets submitted in separate format from the below tables will not be considered.*



**Revenues**

	FY 22/23 (Current Year Actual - 7/1/2022 to 12/31/2022)	FY 23/24 (Next Year - Projected)
City of Goleta Funds*	\$10,000	\$15,000
Federal		
State		
County	\$10,000	\$20,000
Municipal (Other Cities)	\$18,500	\$37,000
School District		
Foundations/Trusts		
Donations/Fundraising	\$500	\$1,000
Fees	\$750	\$1,000
Other Sources/Revenues**	\$86,466	\$172,932
<b>TOTAL REVENUE</b>	<b>\$126,216</b>	<b>\$246,932</b>

\*In the first column titled "FY 22/23 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 23/24 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

\*\*Please specify the Other Sources/Revenues: Measure A Funding

**Expenditures**

	FY 22/23 (Current Year Actual - 7/1/2022 to 12/31/2022)	FY 23/24 (Next Year - Projected)	<b><i>City of Goleta Funds Requested for FY 23/24 (Next Year - Projected)*</i></b>
Salaries, Benefits, Payroll Taxes	\$107,086	\$215,800	\$15,000
Consultants and Contracts	\$3,600	\$5,200	
Facility, Utilities, Maintenance	\$2,055	\$5,100	
Supplies	\$6,323	\$8,500	
Marketing (Printing, Advertising)	\$180	\$450	
Travel, Mileage, Training	\$312	\$600	
Equipment Rental/Maintenance	\$1,609	\$2,300	
Insurance	\$1,057	\$2,600	
Other Expenditures**	\$3,563	\$6,800	
<b>TOTAL EXPENDITURES</b>	<b>\$125,785</b>	<b>\$247,350</b>	

\*In the far-right column titled "City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).

\*\*Please specify Other Expenditures: Cost of Goods Sold & Computer Software

Request on Behalf of the **South Coast Railroad Museum**  
for Support of Programs, Services and Activities  
for City-Owned Facilities/Recreation in the City of Goleta  
(Fiscal Year 2023-2024)

The South Coast Railroad Museum (SCRM) is proud to continue to provide unique, family focused activities to Goleta Valley residents and visitors through the historical Goleta Depot, visitor center and Goleta Short Line small gauge railroad. Over the past few years the City of Goleta has provided the SCRM financial support through the City's annual community grant program and the Support to Other Agencies grants. These contributions allowed us to recruit and hire a much-needed part time Office Administrator and a part time Bookkeeper. We greatly appreciate all the support the City has provided our organization in the past and look forward to maintaining a close partnership with the City to ensure the South Coast Railroad Museum is financially sustainable and a well-known community asset is maintained into the future.

We are making a request for \$50,000 in continuing support for our programs for Fiscal Year 2023-2024. Below is the requested information for our submission.

**A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.**

The South Coast Railroad Museum at the Historic Goleta Depot has just finished celebrating its 40<sup>th</sup> year of serving the people of the Goleta Valley. The Museum is looking to the future by enhancing its role sharing history in an entertaining manner. The museum was formed after a successful campaign to save Goleta's 1901 Southern Pacific Depot. We believe the City's' historic park complex including the Stow House and the Goleta Depot stands out among the top tier of municipal historic museums in this region. We are proud to be a part of this complex of museums and natural park facilities at Lake Los Carneros Park. Together we bring our community's history to life and engage, entertain and educate families in our community. Both the Stow House and the Railroad Museum punctuate the year with events that gather hundreds of families to enjoy nature, appreciate art and music, and become acquainted with our community's unique history. In this context we are dedicated to the City Council's strategic initiative of "supporting community vitality and enhanced recreational activities." The long term partnership between the City of Goleta and the South Coast Railroad Museum exemplifies the benefits that a Public agency and a non-profit association can bring to the citizens of Goleta. The proposed grant of funding from the City assures that this most economical and effective use of the public resources will continue.

The South Coast Railroad Museum participates with the City of Goleta as a leaseholder of the historic depot. The City owns the nationally registered historic structure, and the museum operates it including operating the Goleta Short Line ride-upon train and our museum-built handcar. We give tours of the historic structure and impart a bit of what it

was like to live and work in a country railroad station at the beginning of the twentieth century. We maintain and display our small collection of railroad related artifacts within the context of the museum. We celebrate with the community the importance of the railroad during our Community Appreciation Day, the saving of the depot with our Goleta Depot Day, as well as special holidays throughout the year including 4<sup>th</sup> of July, Halloween and the end-of-year holiday season with our Candy Cane Train.

- Miniature ride-on train, every Saturday and Sunday
- Birthday parties with reserved location and train tickets
- Tours of the Historic Goleta Depot
- Trails and Rails – Interpretive Guide program aboard the Amtrak Coast Starlight under the auspices of the National Park Service
- Visitor Center and Gift Shop
- Handcar rides
- Fourth of July in conjunction with the Stow House
- Community Appreciation Day
- Spooky Train - Haunted Depot (Halloween train and more)
- Goleta Depot Day – A special event for our special supporters
- Candy Cane Train – special train during the end of the year Holidays

This request is for the City of Goleta to continue to support the work of the South Coast Railroad Museum in all its activities throughout the year. It helps to partially offset some of the operational expenses associated with running the museum.

**B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?**

We are moving into our 41st year as a museum and steward for the 120 year old Historic Goleta Depot. Our programs have adapted over the years to new trends and challenges. We have managed to emerge from the challenges of the past couple years with COVID restrictions. We continue to provide family fun with the miniature train with some of our new riders being grandchildren of visitors who rode when they were younger. And they get to ride the new locomotive provided by a generous grant from a private foundation. We are adapting to new ways with video tours of the museum, a Facebook presence and other social media. Several of our Board members and staff attended a Board Leadership Training at California Lutheran University through a supportive grant from the Santa Barbara Foundation. The training helps our Board not only improve our current operations, consider new ideas for the future and partner with other non-profits in the Santa Barbara area. We look forward to the next 40 years of service to the people of Goleta. The funding is being requested for our operating budget for this continued service.

**C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.**

The Museum's Mission statement is included in attachment No. 1 to this application.

**D. Describe the operational aspects of the program/service/activity, including:**

- 1. Days and hours of operation;**
- 2. Number (estimated) of service hours provided annually, and**
- 3. How the program/service/activity will be managed and monitored.**

The museum is located at Lake Los Carneros Park which is open seven days a week from dawn to dusk. Because of this, the museum grounds are permanently open during daylight hours and the Goleta Depot is available for external viewing. People come to walk the grounds, enjoy a quiet lunch, or have an enjoyable outing with a friend during the week. The museum with its visitor center, exhibits and miniature train line is open to all members of the public on weekends. During operating hours, volunteers and paid staff are ready to give tours describing the history of the depot and its central role in the Goleta community and take passengers a ride on our miniature train. The museum strives to make Goleta History engaging and accessible to local youth and the broader public.

1. We are currently open Saturday and Sunday from Noon until 4 PM.
2. We rely heavily on volunteers. The estimated hours of service annually exceeds 5700 hours.
3. The programs are actively managed and monitored by our Board of Trustees. All of them are involved in different areas of the museums operation and contribute the hours of service reported in 2 above. We have a very limited part time paid staff of 5 persons – 2 full time equivalents.

**E. Describe the priority population that will be served, and the estimated number of Goletans served.**

We seem to draw families more than any other population. Some visitors come for the historic depot but many come for the train ride. We estimate that 24,000 visitors tour the museum, ride the train, or are exposed to the museum's programs each year. Note this does not include the 12,948 passengers who were exposed to the museum's Trails and Rails programs aboard Amtrak Coast Starlight trains

The Goleta Depot has always tried to coordinate its operations to augment special events conducted by the City and the Stow House. For example the City's "20<sup>th</sup> Birthday Celebration, Stow House 4<sup>th</sup> of July, and other high attendance events to the historic park complex has been enhanced by the Depot extending its hours of operation and providing train rides to visitors. These events often extend outside our normal operating hours but our volunteers step up and provide the additional service to visitors. Typically this has been done on an AdHoc or informal basis and it has stretched our operations budget to the limit

During this past year we had a special visit from Maravilla, senior living community. They came on several buses, took a tour of the Depot, watched a presentation of the history of the Depot and enjoyed a ride on our miniature train. The opportunity to reach out to the older members of our community is in our future.

Another targeted population that we are working with is the Spanish speaking families of Goleta. We have translated some of our tour guides of the museum grounds. We have also published a Spanish language guide and brochure to aid this effort. We would like to continue this effort with the City's Spanish Engagement Specialist, Marcos Martinez.

**F. How does (or will) your organization measure the success or performance of your program/service/activity?**

It is easiest to measure success by tracking the number of visitors to the museum or ride the miniature train. We do this. Last year we had 8198 train riders and over 24,000 visitors to the museum. We had three special event days where train ridership exceeded 400! Measuring the smiles on faces, excitement of children riding the train, enlightenment in the conversations of adults visiting the Historic Depot's Freight Office or Waiting Room exhibits, or gauging the volume of applause at the end of a Trails and Rails presentation are all much more difficult. We do track the number of persons who hear our on-board Trails and Rails presentations. This year we had 14 active volunteers making 81 Trips. We made presentations to 12,948 Passengers. In all 413 hours were donated by these VIPs (Volunteers in Parks with the National Park Service) delivering the Trails & Rails program onboard the Coast Starlight, trains 11 & 14 between Santa Barbara and San Luis Obispo. We also track visitors on our Facebook page - 770 followers and 694 likes.

**G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.**

The City funds, if awarded, would augment operational expenses and allow us to improve the level of service to the community by keeping train ride costs down and making the property more usable for a larger segment of our residents and visitors. It will also give us more time to pursue other forms of support including encouraging local businesses to join with the City in support of the museum. As we expand our outreach we have been augmenting our current part-time staff. We have added several positions over the past year. The City's funding will help with this staff expansion.

We have also experienced a significant increase in visitors and train riders "post covid". It is our view that the pent up demand for folks to get out and enjoy the museum is real and will continue to grow in the coming year.

**H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize.**

The requested City funding is vital to the long term success of the museum. We rely on it for much of our operational support. Without it the museum would be operating at a loss and that financial deficit would undermine our efforts to grow our membership and donor base, which in turn would endanger the museum's continued existence. Ongoing funding from the City will help secure and ensure the museum's financial stability and guarantee that it can continue to leverage its existing resources of community

volunteers, historic landmark building and beautiful natural surroundings to deliver unique educational and affordable recreational offerings. We currently get additional funding through our shop sales, train rides, membership dues, donations and corporate sponsorships.

**I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)**

Funding is currently needed on an ongoing basis. As a major community resource for Goleta, in addition to serving as an attraction to visitors to our region, we are requesting funding to sustain the museum. Continued secure support for personnel and operations will ensure we keep the Goleta Depot as a community resource for future generations to appreciate and treasure.

**J. Using the budget table on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each program/service/activity you are requesting City funding for. *Any budgets submitted in separate format from the below tables will not be considered.***

**Revenues**

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)
City of Goleta Funds*	\$40,000.00	\$50,000.00
Federal	\$0.00	\$0.00
State	\$0.00	\$0.00
County	\$0.00	\$0.00
Municipal (Other Cities)	\$0.00	\$0.00
School District	\$0.00	\$0.00
Foundations/Trusts	\$6,000.00	\$12,000.00
Donations/Fundraising	\$20,000.00	\$27,000.00
Fees	\$0.00	\$0.00
Other Sources/Revenues**	\$20,000.00	\$25,000.00
<b>Total Revenue</b>	<b>\$86,000.00</b>	<b>\$114,000.00</b>

\*In the first column titled "FY 21/22 (Current Year)" please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 22/23 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

\*\*Please specify the Other Sources/Revenues:

\$2,400.00 - Memberships

\$17,600.00 - Retail Sales

## Expenditures

	FY 22/23 (Current Year)	FY 23/24 (Next Year - Projected)	City of Goleta Funds Requested for FY 23/24 (Next Year Projected)*
Salaries, Benefits, Payroll Taxes	\$12,000	\$14,000	\$10,000
Consultants and Contracts	\$60,000	\$70,000	\$37,000
Facility, Utilities, Maintenance	\$7,500	\$10,000	\$2,000
Supplies	\$18,000	\$23,000	
Marketing (Printing Advertising)	\$3,500	\$5,000	
Travel, Mileage, Training	\$0	\$0	
Equipment Rental/Maintenance	\$600	\$750	
Insurance	\$2,800	\$3,000	\$1,000
Other Expenditures**	\$3,500	\$5,000	
<b>Total Expenditures</b>	<b>\$107,900</b>	<b>\$135,700</b>	<b>\$50,000</b>

***\*In the far-right column titled “City of Goleta Funds Requested for FY 22/23 (Next Year Projected)”, please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).***

**\*\*Please specify Other Expenditures:**

\$700 - Accounting/Payroll Fees

\$2,600 - Computer Systems/Database Management/Internet Hosting

\$1,700 - Government Fees/Taxes

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# Attachment 1

## **SOUTH COAST RAILROAD MUSEUM STATEMENT OF PURPOSE**

Adopted by the Board of Trustees, October 19, 1988

The South Coast Railroad Museum at the Goleta Depot is dedicated to the history, technology, and adventure of railroading. Special emphasis is placed on the railroad's contributions to local history, on the Southern Pacific Railroad, and on the key historical role of the railroad depot in rural community life across America.

Within this subject framework, the museum seeks to educate all ages and segments of the general public, to provide family recreational opportunities that are consistent with and supportive of the museum's educational goals, and to preserve items of historical significance. Foremost among these artifacts is Goleta Depot, a Victorian-styled 1901 Southern Pacific railroad station and a Santa Barbara County Historical Landmark, which also houses most of the collections and exhibits.

The museum endeavors to achieve its educational, recreational, and preservation goals through research, publication, rail trips, school and community outreach programs, guided tours, special events, living history, a variety of exhibits and displays, collecting and conservation, and an ongoing building restoration program. The museum strives to achieve program excellence and to conduct its activities in a professional manner.

The South Coast Railroad Museum at the Goleta Depot attempts to complement rather than duplicate the programs of the larger rail museums within the state, most notably the California State Railroad Museum, which are built around collections of railroad locomotives and cars.



## **ATTACHMENT 2**

Support to Other Agencies Agreement Template

**AN AGREEMENT FOR GRANT FUNDS  
BETWEEN THE CITY OF GOLETA  
AND**

**[ORGANIZATION NAME]**

**THIS AGREEMENT FOR GRANT FUNDS** ("Agreement"), made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by and between the **CITY OF GOLETA**, a municipal corporation (herein referred to as "City"), and the **[ORGANIZATION NAME]**, a California non-profit corporation (herein referred to as "Grantee").

**WHEREAS**, Grantee is a non-profit organization supporting **[IDENTIFY TARGET AUDIENCE]**; and

**WHEREAS**, Grantee is providing services as identified in paragraph 1A; and

**WHEREAS**, the City chooses to contract for the above-described services, which benefit the City, its residents, business and property owners, and employees, because it is unable to provide such services with its own resources; and

**WHEREAS**, it is beneficial to the City, its residents, business and property owners, and employees and the public welfare that these services be provided; and

**WHEREAS**, Grantee desires to provide to the City, its residents, business and property owners, and employees said services and is qualified by reason of experience, organization, preparation, staffing, and facilities to provide such services; and

**WHEREAS**, the City Council, on this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, approved this Agreement and authorized the City Manager to execute the Agreement.

**NOW, THEREFORE**, in consideration of the foregoing and the promises herein contained, City and Grantee agree as follows:

**1. DESCRIPTION OF SERVICES**

**(a)** The services to be performed by Grantee are as follows:

**[DESCRIPTION OF PROGRAM, SERVICES]**

Grantee shall provide the following deliverables to the City by June 30, 2024:

(i) Financial documentation: This should include an itemized report detailing how the funds were expended. Grantee should also retain receipts of any expenditures as back up for a minimum of two years should the City request this information.

(ii) Sample promotional program materials (if applicable)

(iii) End-of-year program report: The Grantee shall complete and submit an End of Year Report for each program year during the term of this agreement, in accordance with the template attached as Exhibit B.

(b) Grantee warrants that funds granted by this Agreement shall be used solely for the purpose described on the application form submitted by Grantee. If the activity that is to be funded under this Agreement is canceled or substantially altered, Grantee agrees to notify City and to refund the grant amount in full or in part as directed by City.

(c) City determines that funding is for a project that provides a public benefit within the City of Goleta.

(d) No part of funds provided pursuant to this Agreement shall be used to construct a public project as that is defined in California Labor Code Section 1771, or any administrative or judicial authorities interpreting this section.

## **2. GRANT PAYMENT**

(a) **Maximum and Rate.** The total grant payable to Grantee by City for services under this Agreement shall be [AMOUNT].

(b) **Payment Schedule.** City shall fund Grantee with grant funds no later than October 31, \_\_\_\_.

## **3. RESTRICTIONS AND LIMITATIONS ON USE OF CITY FUNDS**

(a) Grant funds provided by City under this Agreement shall not be used for political campaigning purposes or activities. Grantee may not endorse, fundraise, campaign or otherwise support or oppose a candidate for a City of Goleta elected office.

(b) Grant funds provided by City under this Agreement shall not be used for religious activities.

## **4. TERM**

The term of this agreement shall commence on July 1, 2023 and continue until June 30, 2024.

## **5. CITY PROJECT MANAGER AND SERVICES BY CITY**

City's "Project Manager", as that person is designated by the City from time to time, is Jaime Valdez, Neighborhood Services Director.

## **6. PROGRESS AND COMPLETION**

Grantee shall commence work on the services to be performed upon receiving written authorization to proceed with the work provided by City's Project Manager and receipt of an executed Agreement. All services shall be completed within the term of this Agreement. If the services are incomplete in any way, the Project Manager may take appropriate action under this Agreement, at law or in equity, including requiring Grantee to repay to City any funds received for such projects.

## **7. PREVAILING WAGES**

To the extent any work performed by or for the Grantee pursuant to this Agreement requires that the payment and reporting of payment of prevailing wages pursuant to State law, such obligation is the responsibility of Grantee.

## **8. OWNERSHIP OF DOCUMENTS**

City may request any drawings, designs, data, photographs, report and other documentation directly related to the project (other than Grantee's drafts, notes and internal memoranda), including duplication of same, prepared by Grantee in the performance of these services.

## **9. PERSONAL SERVICES/NO ASSIGNMENT/SUBCONTRACTOR**

**First, Last Name** or other City-approved representative, is deemed to be specially experienced and is a key member of the project team of Grantee, and shall be directly involved in performing, supervising or assisting in the performance of this work. She/he shall communicate with, and periodically report to, City's Project Manager on the progress of the work. No work shall be assigned to a subcontractor without City's written consent.

## **10. HOLD HARMLESS AND INDEMNITY**

**(a) Hold Harmless for Grantee's Damages.** Grantee holds City, its elected officials, officers, and employees, harmless from all Grantee's claims, demands, lawsuits, judgments, damages, losses, injuries or liability to Grantee, to Grantee's employees, to Grantee's volunteers, contractors or subcontractors, or to the owners of Grantee's firm, whether damages, losses, injuries or liability occur during the work required under this Agreement, or occur while Grantee is on City property, or which are connected, directly or indirectly, with Grantee's performance of any activity or work required under this Agreement.

**(b) Defense and Indemnity of Third Party Claims/Liability.** Grantee shall investigate, defend, and indemnify City, its elected officials, officers, employees, and volunteers from any claims, lawsuits, demands, judgments, and all liability including, but not limited to, monetary or property damage, lost profit, personal injury, wrongful death, general liability, automobile, infringement of copyright/patent/trademark,

or professional errors and omissions arising out of, directly or indirectly, an error, negligence, or omission of Grantee or Grantee's volunteers, contractors, subcontractors, or the willful misconduct of Grantee or Grantee's volunteers, contractors, subcontractors, in performing the services described in, or normally associated with, this type of contracted work. The duty to defend shall include any suits or actions in law or equity concerning any activity, product or work required under this Agreement, and also include the payment of all court costs, attorney fees, expert witness costs, investigation costs, claims adjusting costs and any other costs required for and related to such litigation.

**(c) No Waiver.** City does not waive, nor shall be deemed to have waived, any indemnity, defense or hold harmless rights under this section because of the acceptance by City, or the deposit with City, of any insurance certificates or policies described in Section 11.

## **11. INSURANCE**

Without limiting Grantee's indemnification of Agency, and prior to commencement of Work, Grantee shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to Agency.

General liability insurance. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit per accident.

Workers' compensation insurance. Consultant shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Consultant shall submit to Agency, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of Agency, its officers, agents, employees and volunteers.

Primary/noncontributing. Coverage provided by Consultant shall be primary and any insurance or self-insurance procured or maintained by Agency shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall

also apply on a primary and non-contributory basis for the benefit of Agency before the Agency's own insurance or self-insurance shall be called upon to protect it as a named insured.

Requirements not limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. If the Grantee maintains higher limits than the minimums shown above, the Agency requires and shall be entitled to coverage for the higher limits maintained by the Grantee. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Agency.

All insurance policies shall be issued by a financially responsible company or companies authorized to do business in the State of California. City, its officers and employees, shall be named as additional insured. Grantee shall provide City with copies of certificates for all policies, in a format acceptable to City, with the appropriate named additional insured coverage and an endorsement that they are not subject to cancellation without 30 days prior written notice to City. Insurance certificates must be submitted by Grantee and approved by City before grant work commences.

## **12. RELATION OF THE PARTIES**

The relationship of the parties to this Agreement shall be that of independent contractors and that in no event shall Grantee be considered an officer, agent, servant or employee of City. Grantee shall be solely responsible for any workers compensation insurance, withholding taxes, unemployment insurance, and any other employer obligations associated with the described work.

## **13. AUDIT OF RECORDS**

At any time during normal business hours and as often as it may deem necessary, Grantee shall make available to a representative of City for examination of all its records with respect to all matters covered by this Agreement and will permit City to audit, examine and/or reproduce such records. Grantee will retain such financial records, time sheets, work progress reports, invoices, bills and project records for at least two years after termination or final payment under this Agreement.

## **14. WAIVER; REMEDIES CUMULATIVE**

Failure by a party to insist upon the strict performance of any of the provisions of this Agreement by the other party, irrespective of the length of time for which such failure continues, shall not constitute a waiver of such party's right to demand strict compliance by such other party in the future. No waiver by a party of a default or breach of the other party shall be effective or binding upon such party unless made in writing by such party, and no such waiver shall be implied from any omissions by a party to take any action with respect to such default or breach. No express written waiver of a specified default or breach shall affect any other default or breach, or cover

any other period of time, other than any default or breach and/or period of time specified. All of the remedies permitted or available to a party under this Agreement, or at law or in equity, shall be cumulative and alternative, and invocation of any such right or remedy shall not constitute a waiver or election of remedies with respect to any other permitted or available right of remedy.

**15. CONSTRUCTION OF LANGUAGE OF AGREEMENT**

The provisions of this Agreement shall be construed as a whole according to its common meaning of purpose of providing a public benefit and not strictly for or against any party. It shall be construed consistent with the provisions hereof, in order to achieve the objectives and purposes of the parties. Wherever required by the context, the singular shall include the plural and vice versa, and the masculine gender shall include the feminine or neutral genders or vice versa.

**16. MITIGATION OF DAMAGES**

In all situations arising out of this Agreement, the parties shall attempt to avoid and minimize the damages resulting from the conduct of the other party.

**17. GOVERNING LAW**

This Agreement, and the rights and obligations of the parties, shall be governed and interpreted in accordance with the laws of the State of California. Should litigation occur, venue shall be in the Superior Court of Santa Barbara County.

**18. NONDISCRIMINATION**

Grantee shall not discriminate on the basis of race, color, gender, gender identity/expression, pregnancy, and sexual orientation.

**19. CAPTIONS**

The captions or headings in this Agreement are for convenience only and in no other way define, limit or describe the scope or intent of any provision or section of the Agreement.

**20. AUTHORIZATION**

Each party has expressly authorized the execution of this Agreement on its behalf and bind said party and its respective administrators, officers, directors, shareholders, divisions, subsidiaries, agents, employees, successors, assigns, principals, partners, joint venturers, insurance carriers and any others who may claim through it to this Agreement.

## **21. ENTIRE AGREEMENT BETWEEN PARTIES**

Except for Grantee's proposals and submitted representations for obtaining this Agreement, this Agreement supersedes any other agreements, either oral or in writing, between the parties hereto with respect to the rendering of services, and contains all of the covenants and agreements between the parties with respect to said services. Any modifications of this Agreement will be effective only if it is in writing and signed by the party to be charged.

## **22. PARTIAL INVALIDITY**

If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way unless to do so would frustrate the principal purposes of the Agreement.

## **23. NOTICES**

Any notice required to be given hereunder shall be deemed to have been given by depositing said notice in the United States mail, postage prepaid, and addressed as follows:

TO CITY: Robert Nisbet, City Manager  
City of Goleta  
130 Cremona Drive, Suite B  
Goleta, CA 93117

TO GRANTEE: [CONTACT NAME, TITLE]  
[ORGANIZATION NAME]  
[ADDRESS]  
[PHONE]  
[EMAIL]

## **24. COUNTERPARTS AND FASCIMILE OR PDF SIGNATURES**

This Agreement may be executed in one or more counterparts, each of which when executed and delivered shall be an original, and all of which when executed shall constitute one and the same instrument. This Agreement may be delivered by facsimile and/or emailed pdf format, and such signatures shall constitute an original signature for any and all purposes.

**In concurrence and witness whereof**, this Agreement has been executed by the parties effective on the date and year first above written.



**CITY OF GOLETA**

**GRANTEE**

\_\_\_\_\_  
Robert Nisbet, City Manager

**ATTEST**

\_\_\_\_\_  
Deborah Lopez, City Clerk

**APPROVED TO FORM**

\_\_\_\_\_  
Winnie Cai, Deputy City Attorney

\_\_\_\_\_  
Name  
Title

\_\_\_\_\_  
Name  
Title

## **EXHIBIT A**

### Scope of Services

## **EXHIBIT B**

### **End of Year Report**

**JULY 1, 2023 – JUNE 30, 2024**

Agency Name:

Contract Amount: \$

Activity or Program Name:

Activity Location:

Agency Contact Name:

Agency Contact Number:

1. Please describe the activity or program accomplishments.

2. Comment on areas of significant deviation from the activity/program goals and objectives, if any.

3. Comment on any areas of significant deviation from the budget proposal submitted with the activity/project application, if any.

4. Approximately how many persons in Goleta were served?

5. Please attach an itemized budget report, detailing how the program or activity funds were expended.

### **ATTACHMENT 3**

Support to Other Agencies Agreement Template – Goleta Lions Club

**AN AGREEMENT FOR GRANT FUNDS  
BETWEEN THE CITY OF GOLETA  
AND  
THE GOLETA LIONS CLUB**

**THIS AGREEMENT FOR GRANT FUNDS** ("Agreement"), made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by and between the **CITY OF GOLETA**, a municipal corporation (herein referred to as "City"), and **THE GOLETA LIONS CLUB**, a California non-profit corporation (herein referred to as "Grantee").

**WHEREAS**, Grantee is a non-profit organization which manages the fundraising, entries, and all activities associated with the annual Goleta Holiday Parade; and

**WHEREAS**, Grantee is providing services as identified in paragraph 1A; and

**WHEREAS**, the City chooses to contract for the above-described services, which benefit the City, its residents, business and property owners, and employees, because it is unable to provide such services with its own resources; and

**WHEREAS**, it is beneficial to the City, its residents, business and property owners, and employees and the public welfare that these services be provided; and

**WHEREAS**, Grantee desires to provide to the City, its residents, business and property owners, and employees said services and is qualified by reason of experience, organization, preparation, staffing, and facilities to provide such services; and

**WHEREAS**, the City Council, on this \_\_\_\_ day of \_\_\_\_\_, 2023, approved this Agreement and authorized the City Manager to execute the Agreement.

**NOW, THEREFORE**, in consideration of the foregoing and the promises herein contained, City and Grantee agree as follows:

**1. DESCRIPTION OF SERVICES**

**(a)** The services to be performed by Grantee are as follows:

Manage the fundraising, entries, and all activities associated with the annual Goleta Holiday Parade, which occurs in early December.

Grantee shall provide the following deliverables to the City by June 30, 2024:

(i) Financial documentation: This should include an itemized report detailing how the funds were expended. Grantee should also retain receipts of any expenditures as back up for a minimum of two years should the City request this information.

(ii) Sample promotional program materials (if applicable)

(iii) End-of-year program report: The Grantee shall complete and submit an End of Year Report for each program year during the term of this agreement, in accordance with the template attached as Exhibit A.

(b) Grantee warrants that funds granted by this Agreement shall be used solely for the purpose described on the application form submitted by Grantee. If the activity that is to be funded under this Agreement is canceled or substantially altered, Grantee agrees to notify City and to refund the grant amount in full or in part as directed by City.

(c) City determines that funding is for a project that provides a public benefit within the City of Goleta.

(d) No part of funds provided pursuant to this Agreement shall be used to construct a public project as that is defined in California Labor Code Section 1771, or any administrative or judicial authorities interpreting this section.

## **2. GRANT PAYMENT**

(a) **Maximum and Rate.** The total grant payable to Grantee by City for services under this Agreement shall be \$15,000.

(b) **Payment Schedule.** City shall fund Grantee with grant funds before the Holiday Parade commences.

## **3. RESTRICTIONS AND LIMITATIONS ON USE OF CITY FUNDS**

(a) Grant funds provided by City under this Agreement shall not be used for political campaigning purposes or activities. Grantee may not endorse, fundraise, campaign or otherwise support or oppose a candidate for a City of Goleta elected office.

(b) Grant funds provided by City under this Agreement shall not be used for religious activities.

## **4. TERM**

The term of this agreement shall commence on July 1, 2023 and continue until June 30, 2024.

## **5. CITY PROJECT MANAGER AND SERVICES BY CITY**

City's "Project Manager", as that person is designated by the City from time to time, is Jaime Valdez, Neighborhood Services Director.

## **6. PROGRESS AND COMPLETION**

Grantee shall commence work on the services to be performed upon receiving written authorization to proceed with the work provided by City's Project Manager and receipt of an executed Agreement. All services shall be completed within the term of this Agreement. If the services are incomplete in any way, the Project Manager may take appropriate action under this Agreement, at law or in equity, including requiring Grantee to repay to City any funds received for such projects.

## **7. PREVAILING WAGES**

To the extent any work performed by or for the Grantee pursuant to this Agreement requires that the payment and reporting of payment of prevailing wages pursuant to State law, such obligation is the responsibility of Grantee.

## **8. OWNERSHIP OF DOCUMENTS**

City may request any drawings, designs, data, photographs, report and other documentation directly related to the project (other than Grantee's drafts, notes and internal memoranda), including duplication of same, prepared by Grantee in the performance of these services.

## **9. PERSONAL SERVICES/NO ASSIGNMENT/SUBCONTRACTOR**

Ed Holdren or other City-approved representative, is deemed to be specially experienced and is a key member of the project team of Grantee, and shall be directly involved in performing, supervising or assisting in the performance of this work. She/he shall communicate with, and periodically report to, City's Project Manager on the progress of the work. No work shall be assigned to a subcontractor without City's written consent.

## **10. HOLD HARMLESS AND INDEMNITY**

**(a) Hold Harmless for Grantee's Damages.** Grantee holds City, its elected officials, officers, and employees, harmless from all Grantee's claims, demands, lawsuits, judgments, damages, losses, injuries or liability to Grantee, to Grantee's employees, to Grantee's volunteers, contractors or subcontractors, or to the owners of Grantee's firm, whether damages, losses, injuries or liability occur during the work required under this Agreement, or occur while Grantee is on City property, or which are connected, directly or indirectly, with Grantee's performance of any activity or work required under this Agreement.

**(b) Defense and Indemnity of Third Party Claims/Liability.** Grantee shall investigate, defend, and indemnify City, its elected officials, officers, employees, and volunteers from any claims, lawsuits, demands, judgments, and all liability including, but not limited to, monetary or property damage, lost profit, personal injury, wrongful death, general liability, automobile, infringement of copyright/patent/trademark,



or professional errors and omissions arising out of, directly or indirectly, an error, negligence, or omission of Grantee or Grantee's volunteers, contractors, subcontractors, or the willful misconduct of Grantee or Grantee's volunteers, contractors, subcontractors, in performing the services described in, or normally associated with, this type of contracted work. The duty to defend shall include any suits or actions in law or equity concerning any activity, product or work required under this Agreement, and also include the payment of all court costs, attorney fees, expert witness costs, investigation costs, claims adjusting costs and any other costs required for and related to such litigation.

**(c) No Waiver.** City does not waive, nor shall be deemed to have waived, any indemnity, defense or hold harmless rights under this section because of the acceptance by City, or the deposit with City, of any insurance certificates or policies described in Section 11.

## **11. INSURANCE**

Without limiting Grantee's indemnification of Agency, and for the period between December 1, 2023 through December 31, 2023, during which time the majority of the Work will be completed, Grantee shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to Agency.

General liability insurance. Grantee shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Grantee shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Grantee arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit per accident.

Workers' compensation insurance. Grantee shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Grantee shall submit to Agency, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of Agency, its officers, agents, employees and volunteers.

Primary/noncontributing. Coverage provided by Grantee shall be primary and any insurance or self-insurance procured or maintained by Agency shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess

insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of Agency before the Agency's own insurance or self-insurance shall be called upon to protect it as a named insured.

Requirements not limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. If the Grantee maintains higher limits than the minimums shown above, the Agency requires and shall be entitled to coverage for the higher limits maintained by the Grantee. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Agency.

All insurance policies shall be issued by a financially responsible company or companies authorized to do business in the State of California. City, its officers and employees, shall be named as additional insured. Grantee shall provide City with copies of certificates for all policies, in a format acceptable to City, with the appropriate named additional insured coverage and an endorsement that they are not subject to cancellation without 30 days prior written notice to City. Insurance certificates must be submitted by Grantee and approved by City before grant work commences.

## **12. RELATION OF THE PARTIES**

The relationship of the parties to this Agreement shall be that of independent contractors and that in no event shall Grantee be considered an officer, agent, servant or employee of City. Grantee shall be solely responsible for any workers compensation insurance, withholding taxes, unemployment insurance, and any other employer obligations associated with the described work.

## **13. AUDIT OF RECORDS**

At any time during normal business hours and as often as it may deem necessary, Grantee shall make available to a representative of City for examination of all its records with respect to all matters covered by this Agreement and will permit City to audit, examine and/or reproduce such records. Grantee will retain such financial records, time sheets, work progress reports, invoices, bills and project records for at least two years after termination or final payment under this Agreement.

## **14. WAIVER; REMEDIES CUMULATIVE**

Failure by a party to insist upon the strict performance of any of the provisions of this Agreement by the other party, irrespective of the length of time for which such failure continues, shall not constitute a waiver of such party's right to demand strict compliance by such other party in the future. No waiver by a party of a default or breach of the other party shall be effective or binding upon such party unless made in writing by such party, and no such waiver shall be implied from any omissions by a party to take any action with respect to such default or breach. No express written

waiver of a specified default or breach shall affect any other default or breach, or cover any other period of time, other than any default or breach and/or period of time specified. All of the remedies permitted or available to a party under this Agreement, or at law or in equity, shall be cumulative and alternative, and invocation of any such right or remedy shall not constitute a waiver or election of remedies with respect to any other permitted or available right of remedy.

**15. CONSTRUCTION OF LANGUAGE OF AGREEMENT**

The provisions of this Agreement shall be construed as a whole according to its common meaning of purpose of providing a public benefit and not strictly for or against any party. It shall be construed consistent with the provisions hereof, in order to achieve the objectives and purposes of the parties. Wherever required by the context, the singular shall include the plural and vice versa, and the masculine gender shall include the feminine or neutral genders or vice versa.

**16. MITIGATION OF DAMAGES**

In all situations arising out of this Agreement, the parties shall attempt to avoid and minimize the damages resulting from the conduct of the other party.

**17. GOVERNING LAW**

This Agreement, and the rights and obligations of the parties, shall be governed and interpreted in accordance with the laws of the State of California. Should litigation occur, venue shall be in the Superior Court of Santa Barbara County.

**18. NONDISCRIMINATION**

Grantee shall not discriminate on the basis of race, color, gender, gender identity/expression, pregnancy, and sexual orientation.

**19. CAPTIONS**

The captions or headings in this Agreement are for convenience only and in no other way define, limit or describe the scope or intent of any provision or section of the Agreement.

**20. AUTHORIZATION**

Each party has expressly authorized the execution of this Agreement on its behalf and bind said party and its respective administrators, officers, directors, shareholders, divisions, subsidiaries, agents, employees, successors, assigns, principals, partners, joint venturers, insurance carriers and any others who may claim through it to this Agreement.

**21. ENTIRE AGREEMENT BETWEEN PARTIES**

Except for Grantee's proposals and submitted representations for obtaining this Agreement, this Agreement supersedes any other agreements, either oral or in writing, between the parties hereto with respect to the rendering of services, and contains all of the covenants and agreements between the parties with respect to said services. Any modifications of this Agreement will be effective only if it is in writing and signed by the party to be charged.

**22. PARTIAL INVALIDITY**

If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way unless to do so would frustrate the principal purposes of the Agreement.

**23. NOTICES**

Any notice required to be given hereunder shall be deemed to have been given by depositing said notice in the United States mail, postage prepaid, and addressed as follows:

TO CITY:                      Robert Nisbet, City Manager  
City of Goleta  
130 Cremona Drive, Suite B  
Goleta, CA 93117

TO GRANTEE:                C. Edward Holdren, Parade Coordinator  
Goleta Lions Club  
P.O. Box 1005  
Goleta, CA 93116  
805-967-4655  
[Edholdren45@outlook.com](mailto:Edholdren45@outlook.com)

**24. COUNTERPARTS AND FASCIMILE OR PDF SIGNATURES**

This Agreement may be executed in one or more counterparts, each of which when executed and delivered shall be an original, and all of which when executed shall constitute one and the same instrument. This Agreement may be delivered by facsimile and/or emailed pdf format, and such signatures shall constitute an original signature for any and all purposes.

**In concurrence and witness whereof**, this Agreement has been executed by the parties effective on the date and year first above written.

**CITY OF GOLETA**

**GRANTEE**

\_\_\_\_\_  
Robert Nisbet, City Manager

\_\_\_\_\_  
C. Edward Holdren  
Parade Coordinator

**ATTEST**

\_\_\_\_\_  
Deborah Lopez, City Clerk

\_\_\_\_\_  
John Pace  
President, Goleta Lions Club

**APPROVED AS TO FORM:**  
MEGAN GARIBALDI, CITY ATTORNEY

\_\_\_\_\_  
Winnie Cai, Assistant City Attorney

## **EXHIBIT A**

### Description of Services

Grantee will apply the funding towards the annual Goleta Holiday Parade.

## **EXHIBIT B**

### **End of Year Report**

**JULY 1, 2023 – JUNE 30, 2024**

Agency Name:

Contract Amount: \$

Activity or Program Name:

Activity Location:

Agency Contact Name:

Agency Contact Number:

1. Please describe the activity or program accomplishments.

2. Comment on areas of significant deviation from the activity/program goals and objectives, if any.

3. Comment on any areas of significant deviation from the budget proposal submitted with the activity/project application, if any.

4. Approximately how many persons in Goleta were served?

5. Please attach an itemized budget report, detailing how the program or activity funds were expended.