



# Support to Other Agencies-Line Item Funding

---

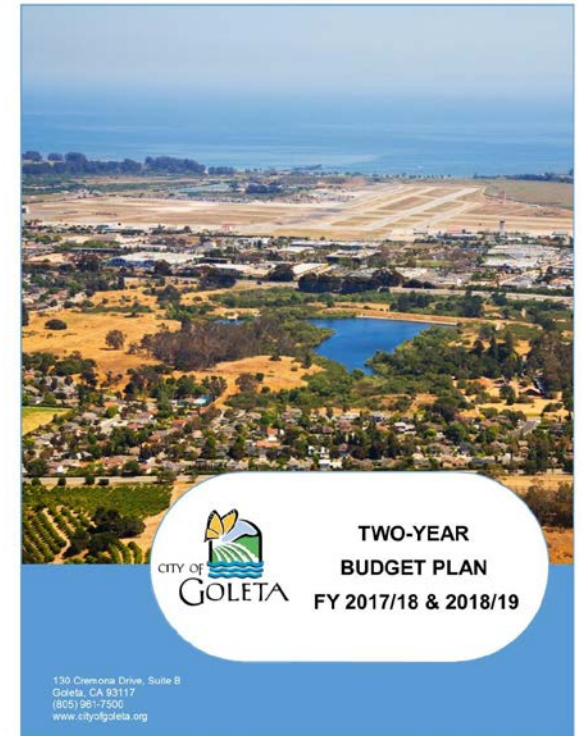
CITY COUNCIL  
OCTOBER 2, 2018

Staff:  
Carmen Nichols, Deputy City Manager  
Dana Grossi, Management Analyst, CMO

# Line Item Funding- City Council Budget

---

- Funding appropriated in City Council's Budget
- FY 2018-19 Budget - \$500,000 cap
- Services
  - ✓ Provided by Nonprofit and Governmental agencies
  - ✓ Enhances the quality of life
  - ✓ Programming/Services benefit of the community
    - City does not have the expertise to provide
    - City does not have the resources
    - Services can be provided more efficiently and cost-effectively by the Agency



# Request for Proposals-FY 2018-19

---

- Process
  - Guidelines adopted June 19, 2018 – competitive process
  - Replaced a recurring specifically identified budget allocation
  - Goal to stay within the \$500k allocation
- RFP Process Limited to FY 2017-2018 Recipients-1<sup>st</sup> Year Process
- Proposal should include:
  - City Council Strategic plan
  - Estimated Number of Community Members Served
  - Leverage Other Resources
  - Funds Necessary to Carry Out Program/Services/Operation
- Requests received amounted to \$688,700
  - \$188,700 more than budget cap
  - \$71,000 more than prior year (SC Task Force transfer out)



# Proposal Review and Selection

---

## Priority Group 1

- Imminent and Critical Needs
- Public Safety
- Interagency Relationships

## Priority Group 2

- Recreation Facility
- Senior Services

## Priority Group 3

- Other General Programming, Activities, Services and Events

# Proposal Review and Selection

---

## Priority Group 1

- Homelessness
- Bike/Ped Safety
- Student Safety
- Student Programming

## Priority Group 2

- City wide recreation facility, City is not able to provide
- Various senior services including Health & Wellness, Nutrition, Social Interaction

## Priority Group 3

- Business/Community Marketing
- Agriculture/Farming/Health Education
- Operational Support to Program Operations at City Facilities

# Priority Group 1

## Priorities

Imminent and Critical Needs

- Public Safety
- Interagency Relationships

## Services

- Homelessness
- Bike/Ped Safety
- Student Safety
- Student Programming

**Table 1. Agencies with Top Priority Recommendations**

Agency	Amount Requested	Staff Recommendation	Committee Recommendation
Home for Good	\$13,300	\$13,300	\$13,300
Salvation Army*	\$25,550	\$18,700	\$18,700
Freedom Warming Centers	\$ 5,000	\$ 5,000	\$ 5,000
COAST	\$ 6,000	\$ 6,000	\$ 6,000
GUSD	\$20,000	\$20,000	\$20,000
SBUSD	\$13,000	\$13,000	\$13,000
<b>Totals:</b>	<b>\$82,850</b>	<b>\$76,000</b>	<b>\$76,000</b>

- Staff recommended and Committee Agreed to fund these imminent, critical and safety needs at 100% of request.
- Homeless services provided by Home for Good and Salvation Army will work together with Goleta's Restorative Homeless program to provide a matrix of service.
- Salvation Army's request prorated beginning mid October.
- COAST request is \$1,000 per school of participating agencies. Funds leverage Measure A funding.
- MOU's for GUSD and SBUSD expired in 2017.

## Priority Group 2

### Priorities

- Recreation Facility
- Senior Services

### Services

- City wide recreation facility, City is not able to provide
- Various senior services including Health & Wellness, Nutrition, Social Interaction

**Table 2. Agencies with Secondary Priority Recommendations**

Agency	Amount Requested	Staff Recommendation	Committee Recommendation
Girsh Park	\$125,000	\$ 103,750	\$125,000
GV Community Center	\$ 40,000	\$ 21,165	\$25,000
<b><i>Totals:</i></b>	<b><i>\$165,000</i></b>	<b><i>\$ 124,915</i></b>	<b><i>\$150,000</i></b>

- Review of program budgets, revenue generation, and utilization of city funds.
- Amounts not consistent with RFP criteria and facility improvements were reduced.
- Staff applied an 83% smooth factor.
- Committee prioritized Girsh Park facility for its community wide impact and open use of the facility, and considered increase in maintenance and utility costs (water increases).

# Priority Group 3

## Priorities

-Other General  
Programming, Activities,  
Services and Events

## Services

-Business/Community  
Marketing  
Agriculture/Farming/Health  
Education  
-Operational Support to  
Program Operations at City  
Facilities

**Table 3. Recommendations for Other Agencies**

Agency	Amount Requested	Staff Recommendation	Committee Recommendation
<b>GV Historical Society</b>	\$100,000	\$ 78,400	\$ 91,000
<b>SC Rail Railroad</b>	\$ 40,000	\$ 27,440	\$ 34,000
<b>Fairview Gardens</b>	\$100,000	\$ 62,720	\$ 45,000
<b>Goleta Chamber of Commerce</b>	\$150,000	\$104,272	\$ 62,500
<b>Goleta Old Town Assoc</b>	\$ 50,850	\$ 26,225	\$ 41,500
<b><i>Totals:</i></b>	<b><i>\$440,850</i></b>	<b><i>\$299,057</i></b>	<b><i>\$274,000</i></b>

- Facility expansions and improvements not considered.
- Staff recommended specific events/programming for GOTA, suggested to limit efforts on focused marketing strategies.
- PBID taken out of the process and recommend a separate process.
- Staff applied a smoothing factor of 78%.

### **Committee Recommendations:**

- **GV Historical Society** – Priority: City Facility. Reduction due to funds available. Suggest that agency provide an outlined budget of operations and programming of the Stow House.



# Priority Group 3

## Priorities

-Other General  
Programming, Activities,  
Services and Events

## Services

-Business/Community  
Marketing  
Agriculture/Farming/Health  
Education  
-Operational Support to  
Program Operations at City  
Facilities

**Table 3. Recommendations for Other Agencies**

Agency	Amount Requested	Staff Recommendation	Committee Recommendation
GV Historical Society	\$100,000	\$ 78,400	\$ 91,000
<b>SC Rail Railroad</b>	\$ 40,000	\$ 27,440	\$ 34,000
<b>Fairview Gardens</b>	\$100,000	\$ 62,720	\$ 45,000
Goleta Chamber of Commerce	\$150,000	\$104,272	\$ 62,500
Goleta Old Town Assoc	\$ 50,850	\$ 26,225	\$ 41,500
<b>Totals:</b>	<b>\$440,850</b>	<b>\$299,057</b>	<b>\$274,000</b>

### Committee Recommendations:

- **South Coast Railroad**—Priority: City Facility.  
Reduction due to funds available. Suggest that agency provide an outlined budget of administration and programming of the Stow House.
- **Fairview Gardens** – \$100,000 (reduced \$20,000 for facility improvement)  
Did not consider facility improvements or program expansion. Consider other funding opportunities such as the school district. Provide more detail on proposal and budget for program. Budgeted at last year's level.

(Cont. on next Page)

# Priority Group 3

## Priorities

-Other General  
Programming, Activities,  
Services and Events

## Services

-Business/Community  
Marketing  
Agriculture/Farming/Health  
Education  
-Operational Support to  
Program Operations at City  
Facilities

**Table 3. Recommendations for Other Agencies**

<b>Agency</b>	<b>Amount Requested</b>	<b>Staff Recommendation</b>	<b>Committee Recommendation</b>
GV Historical Society	\$100,000	\$ 78,400	\$ 91,000
SC Rail Railroad	\$ 40,000	\$ 27,440	\$ 34,000
Fairview Gardens	\$100,000	\$ 62,720	\$ 45,000
<b>Goleta Chamber of Commerce</b>	<b>\$150,000</b>	<b>\$104,272</b>	<b>\$ 62,500</b>
Goleta Old Town Assoc	\$ 50,850	\$ 26,225	\$ 41,500
<b><i>Totals:</i></b>	<b><i>\$440,850</i></b>	<b><i>\$299,057</i></b>	<b><i>\$274,000</i></b>

### **Committee Recommendations:**

- **Goleta Chamber of Commerce** – \$125,000 (\$25,000 PBID reduced)  
Funding for direct costs associated for marketing and visitor services:
  - Goleta Valley Magazine - \$15,000 (100% funded)
  - Goleta Valley Visitor Map - \$6,000 (100% funded)
  - Promotions - \$28,500 (100% funded)
  - Website/SEO - \$5,000 (100% funded)
  - Additional Amount of approximately 15%
  - Not funded – Not funded were indirect costs: Salaries and Labor, Media/Social Media Overhead, Agency Management Fee, Equipment/Supplies, Accounting/Insurance, Office/Utilities

# Priority Group 3

## Priorities

-Other General  
Programming, Activities,  
Services and Events

## Services

-Business/Community  
Marketing  
Agriculture/Farming/Health  
Education  
-Operational Support to  
Program Operations at City  
Facilities

**Table 3. Recommendations for Other Agencies**

<b>Agency</b>	<b>Amount Requested</b>	<b>Staff Recommendation</b>	<b>Committee Recommendation</b>
GV Historical Society	\$100,000	\$ 78,400	\$ 91,000
SC Rail Railroad	\$ 40,000	\$ 27,440	\$ 34,000
Fairview Gardens	\$100,000	\$ 62,720	\$ 45,000
Goleta Chamber of Commerce	\$150,000	\$104,272	\$ 62,500
<b>Goleta Old Town Assoc</b>	\$ 50,850	\$ 26,225	\$ 41,500
<b><i>Totals:</i></b>	<b><i>\$440,850</i></b>	<b><i>\$299,057</i></b>	<b><i>\$274,000</i></b>

### **Committee Recommendations:**

- **Goleta Old Town Association-** Support for direct marketing of Old Town to support businesses in Old Town, and draw out the Community for business and family functions representative of the community.

# Observation and Suggestions

- Homelessness
  - Is it fair for other services less imminent to compete for the same funding?
  - Should this service be evaluated in its own process?
  - Homeless Plan – to be consider at a future date in collaboration with other Agencies.
    - NSPS Work Plan

# Observation and Suggestions

- MOU's for Interagency Relationships and Services
  - Does it make sense to have school districts requests and requests that fulfill grant funding requirements to be competitive?
- Interagency relationships for ongoing support
  - Goleta Unified School District – Crossing Guards
  - Santa Barbara Unified School District – Afterschool Program (formerly by PAL)
  - COAST – (per capita cost of \$1,000 per school, leverages Measure A and SR2 funding)

# Observation and Suggestions

- Smaller grants - of \$5,000 or less which fit in the CDBG and City Grant criteria should be transferred to that process.
- Event Funding – should be evaluated with similar requests. Most of GOTA's funding request is event funding.
- Study marketing strategy with Economic Development Strategic Plan discussion.

# Observation and Suggestions

## ■ Chamber of Commerce Visitor Services

### ■ Economic Development Services

- Property Business Improvement (PBID) in Old Town (directs costs \$17,000)
  - Supports City's Economic Development Strategy Plan
  - PBID can be considered under a separate RFP process or Council action-(funding currently exists in NSPS)

### ■ Tourism – TBID component and funding of \$168,00

- Destination Services – Visitor Attraction
- Goleta GO
- Social Media and other Marketing

### ■ Visitor Services

- Visitor Retention-Spending
- Economic Development Strategic Plan – Coordinate scope with Plan Goals
- Can be considered under a separate RFP process or Council action (NSPS)

# Observation and Suggestions

- Goleta Old Town Marketing and Community Events
  - Economic Development Strategic Plan – Coordinate scope with Plan Goals
  - Can be considered under a separate RFP process or Council action
- Historical Society Community Events
  - Economic Development Strategic Plan – Coordinate scope with Plan Goals
  - Can be considered under a separate RFP process or Council action



# Recommendations:

A. Approve the Grant Funding Review Committee’s FY 18-19 funding recommendations under the Support to Other Agencies line item in the City Council’s Budget.

B. Approve the funding template and authorize the City Manager to execute funding agreements for each Agency with a specific scope of service and performance measures for FY 18-19.

Agency	FY 2017/18 Funding Rec'd	FY 2018/19 Funding Requested	Staff Recomm.	Committee Recomm.
Home for Good, Santa Barbara County	\$ 5,550	\$ 13,300	\$ 13,300	\$ 13,300
Salvation Army	\$ 25,550	\$ 25,550	\$ 19,110	\$ 18,700
Freedom Warming Centers	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
COAST	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000
Goleta Union School District	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Santa Barbara Unified School District	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000
Girsh Park	\$ 100,000	\$ 125,000	\$ 103,750	\$ 125,000
Goleta Valley Community Center	\$ 25,000	\$ 40,000	\$ 21,165	\$ 25,000
Goleta Valley Historical Society	\$ 110,500	\$ 100,000	\$ 78,400	\$ 91,000
South Coast Railroad Museum	\$ 25,000	\$ 40,000	\$ 27,440	\$ 34,000
Fairview Gardens	\$ 50,000	\$ 100,000	\$ 62,720	\$ 45,000
Goleta Chamber of Commerce	\$ 150,000	\$ 150,000	\$ 104,272	\$ 62,500
Goleta Old Town Community Assoc	\$ 32,000	\$ 50,850	\$ 26,225	\$ 41,500
	\$ 567,600	\$ 688,700	\$ 500,382	\$ 500,000