



# City of La Quinta

**CITY / SA / HA / FA MEETING DATE:** March 4, 2014

**AGENDA CATEGORY:**

**ITEM TITLE:** FORMATION AND APPOINTMENT OF TWO MEMBERS TO AN AD HOC COMMITTEE TO REVIEW GRANT REQUESTS

**BUSINESS SESSION:** 2

**CONSENT CALENDAR:**

**STUDY SESSION:**

**PUBLIC HEARING:**

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## **RECOMMENDED ACTION:**

Establish an Ad Hoc Committee to consider the second round of grant requests and appoint two City Council Members to this Committee.

## **EXECUTIVE SUMMARY:**

- The City Grant Program was established to support community services providers and to support community marketing efforts, with priority given to organizations that directly benefit La Quinta residents (marketing and sponsorship grants go to organizations that benefit/enhance the City's marketing efforts).
- Per City Council's guidelines, the City calls for grant applications twice a year (first and second round). An Ad Hoc Committee, comprised of two Council Members, is established for each round, and reviews the submitted applications.
- The second round of grant applications will be submitted this month and a new Ad Hoc Committee must be established to review these applications.

## **FISCAL IMPACT:**

The 2013/14 grant fund has \$24,900 available for second round grant requests.

## **BACKGROUND/ANALYSIS:**

The City Grant Program was established to support both community services providers and community marketing efforts. Organizations that directly benefit La Quinta residents are given priority. Marketing and sponsorship grants go to organizations that benefit/enhance the City's marketing effort. Completed grant

applications are submitted twice a year and are initially reviewed by an Ad Hoc Committee comprised of two Council Members. The Ad Hoc Committee then provides recommendations to the City Council. Council Member Evans and Council Member Franklin were appointed to the first round Ad Hoc Committee in October 2013.

Marketing requests that exceed \$5,000 are first reviewed by the La Quinta Marketing Committee, comprised of representatives from SilverRock Resort, La Quinta Arts Foundation, La Quinta Chamber of Commerce, La Quinta Resort & Club, Old Town La Quinta, Desert Classic Charities, FG Creative, and City of La Quinta staff. Once reviewed, the Ad Hoc Committee will then forward the requests, with recommendations, to the City Council for a final determination.

The second round Ad Hoc Committee will review and recommend grants that will be considered by the City Council on April 1, 2014.

**ALTERNATIVES:**

The City Council's policy is to establish an ad hoc committee to conduct the first review of all grant applications. Thus, there are no alternatives to the recommended action.

Report prepared by: Robert Ambriz Jr., Recreation Supervisor

Report approved for submission by: Edie Hylton, Community Services Director