



# City of La Quinta

**CITY / SA / HA / FA MEETING DATE:** August 5, 2014

**AGENDA CATEGORY:**

**BUSINESS SESSION:** 1

**ITEM TITLE:** ESTABLISH AN AD HOC COMMITTEE TO REVIEW GRANT REQUESTS AND APPOINT TWO CITY COUNCIL MEMBERS TO COMMITTEE

**CONSENT CALENDAR:**

**STUDY SESSION:**

**PUBLIC HEARING:**

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## **RECOMMENDED ACTION:**

Establish an Ad Hoc Committee to consider the first 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 community marketing efforts.
- Per City Council guidelines, the City calls for grant applications twice a year; the applications are then reviewed by an Ad Hoc Committee comprised of two Council Members.
- The first round of grant applications will be submitted and an Ad Hoc Committee must be established to review these applications.

## **FISCAL IMPACT:**

Grant funding for Fiscal Year 2014/2015 is budgeted at \$60,000.

## **BACKGROUND/ANALYSIS:**

The City Grant Program was established to support community services providers and 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 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. Marketing requests that exceed \$5,000 are first reviewed by the La Quinta Marketing Committee, which is 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, and City staff.

The first round Ad Hoc Committee will review and recommend grants that will be considered by the City Council on October 7, 2014. First round grant applications are due by Friday, September 12. Staff anticipates meeting with the Ad-Hoc Committee to review grants sometime between September 18 and 24. Mayor Adolph and Council Member Osborne were appointed to the second round Ad Hoc Committee last fiscal year.

**ALTERNATIVES:**

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

Report prepared by: Robert Ambriz Jr., Community Services Supervisor

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