



City of La Quinta

CITY / SA / HA / FA MEETING DATE: October 7, 2014

AGENDA CATEGORY:

BUSINESS SESSION: 1

ITEM TITLE: APPROVE FIRST ROUND COMMUNITY SERVICES GRANTS AND FUNDING REQUESTS

CONSENT CALENDAR:

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDED ACTION:

Approve funding for the following organizations:

Children's Discovery Museum of the Desert for \$2,500;
CVSPIN, Inc., dba Patriot Ride For Our Heroes for \$5,000;
Desert Area Chapter Oncology Nursing Society for \$500;
Hidden Harvest for \$5,000;
International Classical Concerts of the Desert for \$1,000;
La Quinta Middle School for \$10,000;
Martha's Village and Kitchen, Inc. for \$2,500;
Virginia Waring International Piano Competition for \$500.

EXECUTIVE SUMMARY:

- Community Services Grants and funding requests are considered by City Council twice per fiscal year.
- Grant applications are initially reviewed by a designated Ad-Hoc Review Committee that recommends the applications for City Council consideration. The City Council may approve or modify the recommendations.
- The grants and funding requests listed within this report comprise the first round of submitted grants.

FISCAL IMPACT:

Grant funding for Fiscal Year 2014/2015 is budgeted at \$60,000 and a total of \$67,700 in requests were received by 13 organizations. The Ad Hoc Committee recommends funding \$27,000 of these requests. Funding will come from the Special Project account.

BACKGROUND/ANALYSIS:

Per Grant Guidelines (Attachment 1), Community Services Grants may only be awarded to 501(c)3 non-profit organizations that benefit La Quinta residents. The grants are limited to \$5,000 per request and consecutive fiscal year funding is not allowed, with the exception of requests for City facility rental fees.

The initial review was done by an Ad Hoc Review Committee, comprised of Council Members Franklin and Evans. The following table summarizes the grant requests and Ad Hoc Committee’s first round recommendations:

Applicant	Requested	Committee Recommendation
Children’s Discovery Museum of the Desert	\$1,000	\$2,500
CVSPIN, Inc., dba Patriot Ride For Our Heroes	\$10,000	\$5,000
Desert Area Chapter Oncology Nursing Society	\$1,200	\$500
Hidden Harvest	\$5,000	\$5,000
International Classical Concerts of the Desert	\$5,000	\$1,000
		\$5,000 for Physical Fitness Programs and \$5,000 for Cultural Events
La Quinta Middle School	\$20,000	
Martha’s Village and Kitchen, Inc.	\$5,000	\$2,500
Virginia Waring International Piano Competition	\$2,000	\$500
All Things Are Possible, Inc.	\$2,500	\$0
Childhelp, Inc.	\$5,000	\$0
Desert Elite Mavericks	\$5,000	\$0
Palm Springs Cultural Center, Certified Farmers Market Program	\$5,000	\$0
SunLine Transit Agency	\$1,000	\$0
Total	\$67,700	\$27,000

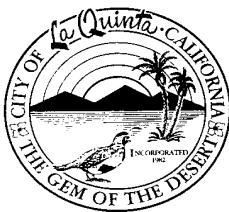
A description of all submitted grant requests is presented in Attachment 2. All grant applications are available for review in the Community Services Department. Staff recommends that the City Council approve the Ad Hoc Committee’s recommendations as listed. The Ad Hoc Committee wanted to fund this La Quinta after school program, so they are recommending that \$5,000 go to two separate segments in the program - physical fitness and cultural event programming.

ALTERNATIVES:

Approve funding per Grant Guidelines for any or all grant applications received.

Report prepared by: Robert Ambriz Jr., Community Services Supervisor
Report approved for submission by: Edie Hylton, Deputy City Manager

- Attachments:
1. City of La Quinta Grant Guidelines
 2. Grant Request Descriptions



City of La Quinta

GRANT GUIDELINES

The City of La Quinta offers the Grant Program for Community Services Support *and* Economic Development/Marketing and Sponsorships.

Community Services Grants go to recognized nonprofit organizations that benefit the residents of La Quinta. Priority for funding is granted to organizations that directly benefit La Quinta residents, second consideration is given to organizations that indirectly affect the quality of life for the residents of La Quinta.

Economic Development Grants go to organizations that will help strengthen the business community of La Quinta. Marketing and Sponsorship Grants go to organizations that would benefit the City of La Quinta in a marketing capacity.

Individuals are not eligible for funding through the City of La Quinta Grant Program.

Organizations that receive Community Development Block Grants from the City of La Quinta during the same fiscal year are not eligible for funding through the Community Services Grant program.

Organizations that have been funded are ineligible for funding for the next fiscal year.

Requests are limited to an amount not to exceed \$5,000. A second tier is available for Economic Development/Marketing requests above \$5,000 (submission of a detailed marketing/media plan is required in connection with these requests).

La Quinta service organizations may request funds to be applied directly to rental fees for City facilities for consecutive years without the \$5,000 funding limit.

Completed grant applications will be initially reviewed by a designated Grant Review Committee who will then recommend consideration of approved grants to City Council. For Economic Development/Marketing requests above \$5,000, an in depth review will be conducted by the La Quinta Marketing Committee.

Applications are due three weeks before the scheduled City Council meeting. Applicants will be informed 1-2 weeks prior to the City Council meeting regarding the status of their request.

Typed applications are preferred. Incomplete applications will be returned to the applicant.

Organizations requesting "seed" money are required to obtain matching funds from other sources in the same fiscal year before Community Service Grant funds will be released.

For more information on the City of La Quinta Grant program, please contact the Community Services Department at (760) 777-7090.

Recommended Grant Requests:

1. Children's Discovery Museum of the Desert is requesting \$1,000 to provide 10 families in La Quinta with Helping Hand Memberships. The Helping Hand program was designed to give local low-income families an annual family membership to the museum at no cost to the family. A family membership entitles a family free entry to the museum's hands-on explorations galleries at any time, as often as they choose. The Children's Discovery Museum of the Desert has over 80 hands-on educational exhibits in topics which include science, math, art, health, engineering, and culture. This organization has never been funded. **The Ad Hoc Committee recommended funding \$2,500.**
2. CVSPIN, Inc., dba Patriot Ride For Our Heroes is requesting \$10,000 for assistance with offsetting cost of TV production and advertising. Patriot Ride For Our Heroes advertises via television, radio, flyers, and posters. All advertising promotes the event which will be held in La Quinta on October 24 & 25, 2014. This event benefits charities related to Military, Fire, and Police. This organization was last funded \$5,000 in Fiscal Year 2013/2014. **This organization applied for an Economic Development/Marketing and Sponsorships Grant, so as per the Community Service Grant Guidelines, this application was also reviewed by the La Quinta Marketing Committee. The Marketing Committee's recommendation to the Ad Hoc Committee was \$5,000 in funding with the condition that promotion is done in the regional markets and that the City of La Quinta is prominently recognized in all forms of marketing. The Ad Hoc Committee concurred with the recommendation of the Marketing Committee - \$5,000 in funding with the condition that promotion is done in the regional markets and that the City of La Quinta is prominently recognized in all forms of marketing.**
3. Desert Area Chapter Oncology Nursing Society is requesting \$1,200 to sponsor a workshop led by Dr. Richard Groves and Maryhelen Zabis to expose Coachella Valley caregivers and healthcare leaders to the innovative program offerings from The Center for Sacred Art of Living and Dying, "Healing the Healers". The organization's objective is to rally leaders from the session to consider and make decisions related to bringing the two-year program proposed by the Center Leaders to Coachella Valley in 2015 – 2016 for at least 50 participants, representing several different institutions across the Valley. This organization has never been funded. **The Ad Hoc Committee recommended funding \$500, with the condition that this organization host a future educational program in La Quinta.**
4. Hidden Harvest is requesting \$5,000 to support their local Senior Markets. One hundred and eighty-nine Senior Markets are already scheduled for 2014/15. These markets are held at the same times and places each month

– twice a month in La Quinta. More than 175,000 pounds of produce will be distributed to approximately 15,000 low income seniors (2,000 low income seniors attend markets in La Quinta). This organization was last funded \$2,000 in Fiscal Year 2012/2013. **The Ad Hoc Committee recommended funding \$5,000.**

5. International Classical Concerts of the Desert is requesting \$5,000 to provide complimentary concert tickets for seniors and students. The purpose of International Classical Concerts of the Desert is to bring to the community a series of classical concerts that are reasonably priced while presenting both young artists who are just beginning their careers as well as those who are already world class artists. This organization is currently offering 2 – 3 free concerts in La Quinta schools. This organization has never been funded. **The Ad Hoc Committee recommended funding \$1,000 with the condition that this organization offers at least 2 programs locally in La Quinta.**
6. La Quinta Middle School is requesting \$20,000 to provide organized sports, activities, and guidance to all La Quinta Middle School students – all within the school and instructed by the school’s current teachers. Funding would be used to purchase activity materials, athletic equipment, and to pay small stipends to instructors. Their magnet school focus of “Fitness School of Champions” surrounds students throughout the day and after school as well as with messages and practices of being active and making sound nutritional choices. This school’s goal is to improve the health and fitness level of every student. This school was last funded \$3,500 in Fiscal Year 2009/2010. **The Ad Hoc Committee recommended funding \$10,000; \$5,000 for physical fitness related programs and \$5,000 for cultural events and activities.**
7. Martha’s Village and Kitchen, Inc. is requesting \$5,000 to support core operations. Since 1990, this organization has provided an essential component to the region’s safety-net by meeting urgent food, shelter, and self-sufficiency needs within our community. The goal of Martha’s Village and Kitchen is to end homelessness by providing housing and supportive services required to help those in need. In addition to a safe and secure transitional housing program, they also offer a comprehensive range of services including daily meals, case management, licensed childcare, substance abuse recovery services, career and education services, emergency assistance, and on-site healthcare provided by partner Clinicas de Salud del Pueblo. This organization was last funded \$1,000 in Fiscal Year 2012/2013. **The Ad Hoc Committee recommended funding \$2,500.**
8. Virginia Waring International Piano Competition is requesting \$2,000 to help cover the costs of the professional musicians in the full orchestra which accompanies the soloists on stage at the McCallum Theatre. The Virginia Waring International Piano Competition, which holds piano competitions

every other year in Palm Desert, maintains its stature as one of the major world piano events. The Virginia Waring International Junior and Intermediate Competitions will be held March 28 through April 6, 2015. Past contestants have come from the finest musical schools including Juilliard, Eastman, Beijing Conservatory of Music and Moscow Central School of Music. Most competition sessions are free and open to the public. This organization was last funded \$1,000 in Fiscal Year 2012/2013. **The Ad Hoc Committee recommends funding \$500.**

Grant Requests not recommended for funding and/or did not meet the criteria in the Grant Guidelines include:

9. All Things Are Possible, Inc. is requesting \$2,500 to refurbish a building and furnish it for use by the children in their Music and Motion Therapy programs. This organization's purpose is to develop a program of music therapy to assist children and adults with disorder on the Autism Spectrum, visual, hearing, and physical impairments to reach their potential. Music therapy is taught through classes in dance, vocal training and musical instruments. Emphasis on learning social skills, manners, and how to interact with peers is the key to the structure of these classes. This organization has never been funded.
10. Childhelp, Inc. is requesting \$5,000 to support their Childhelp Speak Up Be Safe (CH-SUBS) program. CH-SUBS is a prevention education curriculum that offers a 21st century approach to the prevention of bullying and abuse by utilizing web-based tools, curriculum on Internet safety skills and cyber-bullying, and redirecting focus on adult responsibility and skill-building for kids to be safe. Funds would allow approximately 1,000 students attending either Benjamin Franklin Elementary or Horizon School in La Quinta to participate in CH-SUBS in the 2015-2016 academic year. The curriculum is presented in 2 sessions and includes timely topics facing children today including bullying, cyber bullying, digital abuse, and the four types of child abuse (physical, emotional, sexual, and neglect) in an age-appropriate level. This organization has never been funded.
11. Desert Elite Mavericks is requesting \$5,000 to expand their program and offer scholarships to children who are unable to afford participation in a competitive cheerleading program. Scholarship recipients will be given the opportunity to be part of a team of cheerleaders (ages 3 -18) and perform competitively with their age group. This organization was last funded \$500 in Fiscal Year 2009/2010.
12. Palm Springs Cultural Center, Certified Farmers Market Program is requesting \$5,000 to assist with a portion of direct costs specifically related to

operating and managing the Farmers Market in Old Town La Quinta. Direct costs include health permits and licenses, local advertising, and administrative costs. The Certified Farmers Markets will begin its seventh full season in La Quinta on October 5, 2014. This organization was last funded \$2,500 in Fiscal Year 2013/2014. **The Ad Hoc Committee did not recommend funding because this organization was funded last fiscal year.**

13. SunLine Transit Agency is requesting \$1,000 to support their Highway 111 Music Festival. On November 1, 2014, SunLine Transit Agency will host a music festival. This event will showcase local musical talent on several Line 111 buses that provide service along Highway 111 from Indio to Palm Springs. Funding would be used towards marketing, promotional materials, and performance fees. This organization has never been funded. **The Ad Hoc Committee recommended that potential funding for this organization be addressed at the October 7, 2014 City Council meeting.**