



CITY OF CITRUS HEIGHTS

CITY COUNCIL STAFF REPORT MEMORANDUM

DATE: June 8, 2023

TO: Mayor and City Council Members
Ashley J. Feeney, City Manager

FROM: Meghan Huber, Economic Development & Community Engagement
Director
Courtney Riddle, Management Analyst II

SUBJECT: Resolution Approving Community Projects Grant Awards

Summary and Recommendation

At the May 10, 2022, Strategic Planning Retreat, City Council set a strategic goal to “Present to City Council for consideration a proposal that would provide grants to community groups to facilitate community projects that engage citizens, improve the community, and promotes community involvement and pride.” City Council approved the Community Projects Grant program guidelines and a \$50,000 funding allocation at the September 22, 2022 City Council meeting.

The Citrus Heights Community Projects Grant program was launched to the public on March 1, 2023. The program was open to any 501c3, community group, or organization to implement projects or host events that improve the quality of life and promote community connection and engagement within the City. Twelve applications were received that, in total, equaled \$350,000 in funding requests. The applications were creative and showcased a variety of projects and events to serve the community.

Staff reviewed applications for eligibility and recommendation using a rubric. On May 16, 2023 City Council Finance Committee met with Staff to review the applications and the scoring rubric. Staff provided a detailed overview of the grant eligibility criteria and the point value assigned to each review item to ensure equity in the assessment process. The Committee agreed with staff recommendations for awards and authorized taking the recommendations to the full City Council.

Staff and Finance Committee recommend City Council adopt Resolution No. 2023-xxxx, a Resolution of the City Council of the City of Citrus Heights Approving Community Projects Grant Awards.

City Council Strategic Goal/Objective

This staff report aligns with the following Citrus Heights City Council Strategic Plan Objectives:

Goal: Enhance Community Vibrancy and Engagement

Fiscal Impact

An allocation of \$50,000 in American Rescue Plan Act (ARPA) funds was approved for the Community Projects Grant program. The City Council Finance Committee recommended that five community projects in FY 22-23 receive grant funding totaling \$22,400, leaving a fund balance of \$27,600 for future rounds.

Staff recommends replenishing the grant funding for round two back to \$50,000. This would require an American Rescue Plan Act funding allocation of \$22,400.

The table below provides a history of ARPA allocations to date, along with the remaining balance that is to be allocated by December 2024 with expenditures occurring by December 2026:

ARPA FUNDING ALLOCATION SUMMARY		
Total City Allocation		\$15,676,972
6/24/2021	Rehire public safety to pre-pandemic levels FY 2021/22	(\$1,570,105)
6/24/2021	Rehire public safety to pre-pandemic levels FY 2022/23	(\$2,811,775)
1/13/2022	Small Business COVID Recovery Grant	(\$281,111)
6/23/2022	Beautification Crew Pilot Program +	(\$875,000)
6/23/2022	Community Block Party Trailer – Community Engagement +	(\$50,000)
6/23/2022	Police Fleet Vehicles and Equipment	(\$1,400,000)
6/23/2022	Police Department Communications Center Critical Needs	(\$600,000)
9/22/2022	Community Projects Grant Program +	(\$50,000)
10/27/2022	ERP System and Technology Updates +	(\$1,198,350)
12/8/2022	Infrastructure Financing Strategies for Sunrise Tomorrow +	(\$40,000)
12/8/2022	REAP 2.0 Higher Impact Transformative Allocation*	(\$1,000,000)
1/26/2023	Patriotic Event +	(\$80,000)
2/23/2023	Citrus Heights Cares Campaign – Beautification +	(\$47,000)
2/23/2023	Business Attraction Incentive Program - Economic Development +	(\$1,000,000)
4/27/2023	Sound Wall Beautification +	(\$155,000)
5/11/2023	Comprehensive Grant Strategy Contract +	(\$60,000)
5/25/2023	Rehire public safety to pre-pandemic levels FY 2023/24	(\$2,396,381)
5/25/2023	Fleet replacement FY 2023/24	(\$400,000)
6/8/2023	Proposed Community Project Grant Round 2	(\$22,400)
Total Allocation Remaining		\$1,639,850

+ City Council Strategic Objective

*Dependent on the successful award of the grant

** Dependent on program subscription

Background and Analysis

Community feedback indicates that Citrus Heights residents desire increased community connection. In the City Council-adopted Focus Area Work Plan, staff curated extensive recommendations utilizing American Rescue Plan Act funding to meet this community's desire and achieve results. Recommendations included city-produced events, community engagement programming, and outreach with Community grant programs where funding could be used to seed new community events and projects that achieve connection. At the City Council Strategic Planning Retreat on May 10, 2022, City Council adopted a strategic goal for staff to "Present to City Council for consideration a proposal that would provide grants to community groups to facilitate community projects that engage citizens, improve the community and promotes community involvement and pride." The Citrus Heights Community Projects Grant Program was created to provide grants to community groups to implement special projects that engage citizens in creative efforts to improve the community and promote community involvement, connection, and pride.

A 60-day online application period for the Citrus Heights Community Projects Grant Program opened on March 1, 2023. Community Engagement staff created inspirational marketing materials to germinate project ideas and performed direct outreach to community groups to generate awareness and interest. Additional promotions included press releases to local media, e-news, social media, and announcements at local meetings. On March 27, 2023, staff conducted an information session in the City Council chambers and via Zoom for thirty-six (36) registered attendees. Those in attendance had the opportunity to discuss the program with staff and have Q&A after the presentation. The application deadline was also extended by two weeks to ensure enough time for interested parties to complete applications.

Application Review Process

Staff developed a scoring rubric that allowed for objective quantitative and qualitative reviews of the applications to ensure consistency with the eligibility requirements. Applications that defined their scope of work, including a work plan and itemized budget aligned to the Community Projects Grants eligibility guidelines, were given points ranging from one (1) point to five (5) with a maximum point value of 39.

Staff reviewed each application utilizing the scoring rubric to assign point values for each of the program's eligibility requirements. Applicants with scores above 30 out of a maximum point value of 39 were recommended to the City Council Finance Committee for award. Upon review of the scoring metric, the Committee recommended awarding \$22,400 to five (5) community groups.

Recommended award amounts on some applications have been reduced due to portions of the submitted expense requests are ineligible, as established in the adopted guidelines. Staff has confirmed with recommended award recipients that the projects are still able to be executed at the reduced amount.

Overview of Recommended Applications

Applicant	Description of Project	Total Budget	Request	Award	Score
Citrus Heights Women's Club	Distribution of "Friendship Bags" filled with essentials at senior apartments and facilities.	\$15,000	\$15,000	\$5,000	29
Citrus Heights Arts	Summer Art & Music Series. Two events scheduled on the 3rd Saturday of the month in July and August.	\$23,450	\$10,000	\$10,000	37
Junior Achievement of Sacramento	Provide 200 young people (ages 9-25) guidance to explore entrepreneurial opportunities through motivational interactions with local entrepreneurs and innovators	\$10,000	\$10,000	\$3,500	32
Royal Stage	Community open mic/talent show at their theater space inside of the Sunrise Mall. Six Fridays per year (and up to 12, depending upon demand) for around 50-65 participants.	\$13,720	\$6,720	\$1,900	32
Sunrise Christian Food Ministry	The Sunrise Christian Food Ministry and the Sayonora Center will partner to create a cooking class for the students. The program will target 60 participants benefiting up to 500 people (including family members)	\$32 pp	\$2,000	\$2,000	32

Next Steps

Upon City Council approval, staff will notify approved applicants of the award and provide administrative information. Staff will continue to support awarded projects and events by assisting with promotion, storytelling, and sharing successes.

Attachments

1. Resolution Approving Community Projects Grant Awards

RESOLUTION NO. 2023- ____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CITRUS HEIGHTS,
CALIFORNIA, APPROVING COMMUNITY PROJECTS GRANT AWARDS**

WHEREAS, Citrus Heights City Council set a strategic goal to “Enhance Community Vibrancy and Engagement”;

WHEREAS, at the May 10, 2022, Strategic Planning Retreat, City Council set a strategic goal to “Present to City Council for consideration a proposal that would provide grants to community groups to facilitate community projects that engage citizens, improve the community, and promotes community involvement and pride.”;

WHEREAS, in October 2022, the City circulated a Request for Proposals for the selection of the most qualified consultant for the creation and implementation of a Comprehensive Grant Strategy;

WHEREAS, City Council approved the Community Projects Grant program guidelines and a \$50,000 funding allocation at the September 22, 2022 City Council meeting;

WHEREAS, the Citrus Heights Community Projects Grant program was launched to the public on March 1, 2023 and received 12 applications;

WHEREAS, staff reviewed applications for eligibility and recommendation using a rubric to make approval recommendations to the City Council Finance Committee; and

WHEREAS, on May 16, 2023 City Council Finance Committee agreed with the recommendations and advanced them to City Council for consideration.

NOW THEREFORE BE IT RESOLVED AND ORDERED, the City Council approves the following Community Project Grant awards;

Applicant	Award
Citrus Heights Women's Club	\$5,000
Citrus Heights Arts	\$10,000
Junior Achievement of Sacramento	\$3,500
Royal Stage	\$1,900
Sunrise Christian Food Ministry	\$2,000

BE IT FURTHER RESOLVED that the City Council of the City of Citrus Heights approves an amendment to the Fiscal Year 2022-23 Budget as provided below:

Budget Amendment: \$22,400
Fund: General Fund/American Rescue Plan Act Funds (Fund 101)
Department: Economic Development & Community Engagement

The City Clerk shall certify the passage and adoption of this Resolution and enter it into the book of original resolutions.

PASSED AND ADOPTED by the City Council of the City of Citrus Heights, California, this 8th day of June 2023 by the following vote, to wit:

AYES: **Council Members:**
NOES: **Council Members:**
ABSTAIN: **Council Members:**
ABSENT: **Council Members:**

Tim Schaefer, Mayor

ATTEST:

Amy Van, City Clerk