



CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting June 7, 2022
To: Honorable Mayor and Honorable City Councilmembers
From: Ana Kwong – Administrative Services Director
Subject: Approval of City Sponsorship Request
Recommendation: That the City Council Approve the Request for Sponsorship Program in support of the following organization:
a. Sonoma County Library - Sebastopol Regional Library: The Anti Hate Project
Funding: Currently Budgeted: X Yes _____ No _____ N/A
Net General Fund Cost: \$ 0.00
2021/22 Funding Available: \$11,000

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION:

This item is to request City Council Approve the Request for Sponsorship Program in support of the following organization:

- a. Sebastopol Library for Sponsorship of Project: The Anti-Hate project

BACKGROUND:

On September 7, 2021, The City Council adopted a Community Sponsorship Policy No.84. The policy established the parameters to promote significant and special community events primarily benefitting the Sebastopol community. City supports of such program may consist of monetary funding and/or in-kind support. Community sponsorships can be an effective means to identify the event with the City and building community partnerships while raising revenue.

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Sebastopol funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an vital role in supporting our community, as well as to promote cultural experience and economic development efforts of the City.

As stated in Council Policy 84 Community Sponsorship.

“The City of Sebastopol recognizes that sponsorships play an important role in supporting our community and providing support for community events that are held for the following purposes:

- *Support of nonprofit organizations, service clubs, groups or organizations serving the Sebastopol community;*
- *Cultural, recreational and educational activities;*
- *Promotion of the City of Sebastopol*

In order to expand access to a wide range of cultural experiences and diversified community connections for all its residents, the City of Sebastopol provides limited assistance to local organizations in support of community events that are consistent with the goals and priorities of the city and that serve a public purpose.”

“Sponsorship – A sponsorship is any monetary or in-kind support from the City (City logo, City staff time, public safety services, and the use of City facilities or property, event permit fees, etc.) to the organizing agency that helps offset the costs of the event operations.”

DISCUSSION:

As of the writing of this agenda item, the City has received the following application as follows:

Sonoma County Library - Sebastopol Regional Library: The Anti Hate Project

“The Sonoma County Library/Sebastopol Library will be conducting The Anti-Hate project which will provide avenues for community connection regarding the values we share and ways to speak out against acts of hatred. This create avenues of connection, we are proposing four projects designed to appeal to a variety of perspectives and partnerships, each with a positive and affirming message. The project will consist of painting the sidewalk from the Sebastopol Area Senior Center, past the Sebastopol Regional Library, to the Sebastopol Center for the Arts and on to Ives Pool. The content of the sidewalk will be statements of Sebastopol values, and also the mission and vision of the entities being connected by this ribbon of art. The partners along High Street will engage community members to complete the art. Timeframe: June 2022.”

City departments responsible for the events have reviewed the applications and are recommending approval.

GOALS:

4.2.2, Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non-Profits to Support Local Events

Goal 5 - Provide Open and Responsive Municipal Government Leadership

5.3.3. Encourage and increase public awareness of City Policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.

Action CHW 5c: Practice an open-door policy in City programs, and actively engage and encourage participation from all individuals regardless of ethnicity, race, religion, class, disability, sexual orientation, and gender.

PUBLIC COMMENT:

As of the writing of this staff report, the city has not received any public comment. However, if staff receives public comment from interested parties following the publication and distribution of this staff report, such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

There is no financial impact, but in kind funds of \$3,080.90 is requested for this project as listed below.

Type of Request	FY 20-21 Requested Amount	Funds Received	FY 21-22 Requested Amount	Reason for and/or description of request
Example: Sponsorship	\$1,000		\$1,500	
Pick-up Truck			\$600.00	4 hrs @ \$150/hr to power wash sidewalk in prep for painting
Sewer Cleaning Truck			\$1,480.00	4 hrs @ \$370/hr to power wash sidewalk in prep for painting
Power Wash Rental			\$191.00	\$191 for day
Parking Space Fee			\$750.00	Approx 50 space @ \$15 per space/day
Publicity			\$59.90	2 hrs publicity work
Total			\$3,080.90	

The current sponsorship program has a remaining budget of \$11,000 identified in the 2021/22 budget. The waiver of fees / in kind services for the Library event will have no impact to the current balance for this request.

Account No.	Date	Description	FY21-22 Adopted Budget	Awarded	FY21-22 Remaining Balance
100-10-01-4890	7/20/2021	Sponsorship Pilot Program	\$ 15,000		\$ 15,000
100-10-01-4890	4/5/2022	Sebastopol Service & Action Coalition June Summit		\$ (1,000)	
100-10-01-4891	4/19/2022	Sonoma County Farm Trails Gravenstein Apple Fair		\$ (3,000)	
Total			\$ 15,000	\$ (4,000)	\$ 11,000

RECOMMENDATION:

That the Mayor and City Council Approve the Request for Sponsorship Program in support of the following organization:

- a. Sebastopol Library for Sponsorship of Project: The Anti-Hate project

ATTACHMENT(S):

Application

Sponsorship:

Date of Request: 4/18/2022

Amount Requested: \$

Name of Organization: Sonoma County Library - Sebastopol Regional Library

Organization Contact: Mathew Rose

Mailing Address: 7140 Bodega Avenue

Physical Address: 7140 Bodega Avenue

Phone Number: 707-823-7691

E-mail address: mrose@sonomalibrary.org

Federal Taxpayer I.D. No:

Sebastopol Business License No. (Required for any work or service performed in city limits)

Non-Profit Tax Status (verification must be attached):

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

The Anti-Hate project will provide avenues for community connection regarding the values we share and ways to speak out against acts of hatred. To create avenues of connection, we are proposing four projects designed to appeal to a variety of perspectives and partnerships, each with a positive and affirming message. The project will consist of painting the sidewalk from the Sebastopol Area Senior Center, past the Sebastopol Regional Library, to the Sebastopol Center for the Arts and on to Ives Pool. The content of the sidewalk will be statements of Sebastopol values, and also the mission and vision of the entities being connected by this ribbon of art. The partners along High Street will engage community members to complete the art. Timeframe: June 2022.

2. How will the city's funds be used? (Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet):

In order to:

- Engage community in discussions on race and social justice,
- Create a space for discussion on burning of BLM flag at the Library,
- Provide resources for community members to be advocates for equality,
- Create a space to discuss vandalism of Holocaust Memorial,

- Respond to our community's needs, particularly the needs of our Black community members, as shown in the data from Portrait of Sonoma, and
- Reinforce kindness as a default in public discussions,

A series of projects will take place in Sebastopol. City funds will be used per the sources of funding listed below.

3. Total number of persons that benefit from or will attend this program or event?

Active participation will vary, with passive engagement taking place over years. For the painting of the sidewalk, there are over 20,000 trips walked for just the library portion of sidewalk each year.

4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:

~70%

1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

Type of Request FY 20-21	Requested Amount Funds Received FY 21-22	Requested Amount	Reason for and/or description of request
Pick-up Truck		\$600	\$150/hour to power wash sidewalk in preparation for painting. 4 hours
Sewer Cleaning Truck		\$1480	\$370/hour to power wash sidewalk in preparation for painting. 4 hours
Power Wash Rental		\$191	\$191 for day
Parking Space Fee		\$750	\$15 per space/ day ~50.

Publicity		59.90	2 hours publicity work
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B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

Agency providing funds FY 20-21	Requested Amount Approved Amount/ Funds received FY 21-22	Requested Amount	Description of Contribution (in-kind, sponsorship , grant)
Sebastopol Area Senior Center		\$239.60	8 hours in-kind staff time - publicity, volunteer management
Sebastopol Center for the Arts		\$239.60	8 hours in-kind staff time - publicity, volunteer management
Ives Pool		\$239.60	8 hours in-kind staff time - publicity, volunteer management
Sonoma County Library		\$239.60	8 hours in-kind staff time - publicity, volunteer management, procurement and set-up, communications
Sonoma County Library		\$1584	400 sq ft per gallon. 1500 ft of sidewalk at 5 ft deep = 9000 sq ft of surface. \$60/gallon - drylok
Sonoma County Library		\$474.40	40 drylok concrete brushes \$11.86 ea
Sonoma County Library		\$439.90	4'x50' drop cloth \$87.98 ea. Qty 5

C. Budget: Please provide event budget. (If necessary, attach a separate sheet.)

Type of Request FY 20-21	Requested Amount Funds Received FY 21-22	Requested Amount	Reason for and/or description of request
Pick-up Truck		\$600	\$150/hour to power wash sidewalk in preparation for painting. 4 hours
Sebastopol Area Senior Center		\$239.60	8 hours in-kind staff time - publicity, volunteer management
Sebastopol Center for the Arts		\$239.60	8 hours in-kind staff time - publicity, volunteer management
Ives Pool		\$239.60	8 hours in-kind staff time - publicity, volunteer management
Sebastopol Library		\$239.60	8 hours in-kind staff time - publicity, volunteer management, procurement and set-up, communications
Sewer Cleaning Truck		\$1480	\$370/hour to power wash sidewalk in preparation for painting. 4 hours
Power Wash Rental		\$191	\$191 for day
Parking Space Fee		\$750	\$15 per space/ day
24 gallons of traffic paint		\$1584	400 sq ft per gallon. 1500 ft of sidewalk at 5 ft deep = 9000

			sq ft of surface. \$60/gallon - drylok
Brushes		\$474.40	40 drylok concrete brushes \$11.86 ea
Tarps/paint cloth		\$439.90	4'x50' drop cloth \$87.98 ea. Qty 5
Publicity		\$59.90	2 hours publicity work