

"Placerville, a Unique Historical Past Forging into a Golden Future"



City Manager's Report
June 28, 2016 City Council Meeting
Prepared By: M. Cleve Morris
Item#: 12.1

Subject: Receive Presentation from Placerville Downtown Association regarding Community Promotions Grant for Event Signs, and make a recommendation regarding use of that grant. Based on Council recommendation, direct staff to proceed with distribution of the remaining 2016 Community Promotions Funds.

Discussion: At the City Council Meeting on June 14, 2016, the Council considered distribution of \$5,000 of Community Promotions Funds for the current fiscal year. At that meeting the Council agreed to distribute \$2,500 to the World Gold Panning Championships, leaving \$2,500 remaining for distribution. The Council also requested a presentation and recommendation from Placerville Downtown Association on the use of funding awarded to them in 2015 for event signage. The Council further directed staff to solicit grants for the remaining \$2,500 for the current fiscal year.

Staff is prepared to implement this program however felt it would be more appropriate to wait until we have considered the PDA grant funding. If that amount remains with PDA, Council could reconsider distributing the remaining \$2,500 by grant or simply wait until midyear and consider increasing that amount if funds are available. Staff feels that the remaining amount of \$2,500 is a small amount for the time and effort necessary for the grant process. Attached is the previously approved grant process for Council review.

Options: After the presentation from PDA, Council has the following options.

1. Direct staff to advertise for the remaining \$2,500 through the grant process.
2. Add the \$5,000 PDA Grant to the \$2,500 and direct staff to advertise for the availability of \$7,500 for grant funding.
3. Distribute the remaining funding only (\$2,500) funding based on current requests. (EDAC, and Community Pride)
4. Hold off on any further distribution at this time, reconsider at mid-year.
5. Other

Cost: After the distribution to the World Gold Panning Championships, the City has \$2,500 available for distribution from the 2016 fiscal year. If the Council decides to redistribute the 2015 grant for \$5,000 to PDA, there would be \$7,500 available for distribution.

Budget Impact: All of the funds discussed are budgeted and therefore no budget impact is anticipated.

Recommendation: Recommend Appropriation of Community Promotion Funds for 2015-2016 Fiscal Year.



M. Cleve Morris, City Manager

Attachment:

1. Grant Application