



DRAFT POLICY

ANNUAL ONE-TIME DISCRETIONARY PUBLIC GRANT ASSISTANCE FOR QUALIFIED LOCAL ORGANIZATIONS TO SUPPORT SPECIAL EVENT SPONSORSHIP ACTIVITIES OR EVENTS WITHIN CITY INCORPORATED LIMITS

COMMUNITY SERVICES STANDING COMMITTEE

March 26, 2026



PREVIOUS PRACTICES – SPECIAL EVENT SPONSORSHIPS

PREVIOUS PRACTICE: (BEFORE FY 2010-11)

Before FY 2010–11, the City Council was routinely authorizing funds to private groups, individuals, and faith-based entities through the City Council Department's Community Grants (#44050) budgeted line item for One-Time Special Event Sponsorships, without a formalized review or criteria-based policy process or approved budgeted funds.

- ❖ **Total Amount Budgeted for FY 2009-10: \$42,000**
- ❖ *Note: Prior to FY 2009-10, annual expenses +/- \$100,000 annually.*

****FISCAL RISK/LIABILITY**** *Previously, one-time funding awards were conducted at discretion of the City Council and were deemed "questionable" as awarded to private groups, individual and faith-based entities under violation of Article XVI, Section 6 of the State of California Constitution which prohibits public agencies from giving or lending public money or "anything of value" to any private person, association, or corporation.*



CURRENT PRACTICES – SPECIAL EVENT SPONSORSHIPS

CURRENT PRACTICE: (AFTER FY 2010-11)

After FY 2010–11, the City Manager immediately implemented and adopted the following practices with formal City Council approval, as follows:

- 1). **Formalized a Special Event Permit Ordinance and Policy Program:** Adopted Ordinance No. #2010-004 which established SPMC Chapter 9.24 requiring a special event permit program, with policy criteria and use of public property and City support services; Administered by SPPD via special permit.
- 2). **Recommend one-time grant awards for Special Events:** Funding adopted in FY 2011-12, with annual budgeted funds (\$30,000) for special event activities and sponsorships to qualified, private, non-profit organizations registered with the State of California. Funds budgeted under City Council Departmental Budget – Community Grants (#44050) until exhausted.
- 3). **Establish the Annual San Pablo Community Grant Program:** Formally adopted by the City Council on April 4, 2011 via Reso. No. #2011-043, which provides a structured process with approved policy criteria for awarding discretionary grants to qualified private non-profit organizations registered with the State of California. This program includes an annual application cycle and incorporates private corporate donations, with a San Pablo Grant Committee appointed by the City Council, with two (2) Councilmembers who recommend grant awards for City Council award each June prior to June 30th.



NEW DRAFT POLICY – SPECIAL EVENT SPONSORSHIPS & FUNDING FOR FY 2026-27 (EFFECTIVE JULY 1, 2026)

PROPOSED NEW PRACTICE: **(EFFECTIVE JULY 1, 2026)**

There still exists NO adopted policy/program for the annual grant awards for special event activities and sponsorships awarded by the City Council annually. In absence of adopted policy, there are multiple grant funding awarded to recurring private, non-profits securing City funding from the Annual San Pablo Community Grant Program and Special Event Sponsorship Funding awarded by the City Council (i.e. “Double-Dipping”)

Therefore, the City Manager **RECOMMENDS** formally establishing policy criteria and new funding source and to formalize this annual practice at discretion of the City Council, effective July 1, 2026.

The salient points of the new DRAFT policy would include:

1. The policy helps support local special events and activities that benefit San Pablo residents **within City limits only.**
2. Only special events open to the public and connected to adopted policies in the Council Priority Workplan can receive award funding.
3. Non-profit organizations with official 501(c)(3) or 501(c)(6) registered with the State of CA **are eligible** for funding.
4. Groups that are not non-profits can still apply if they use an eligible, registered non-profit as a **fiscal agent.**
5. Private individuals and public agencies (like school districts) cannot receive funds directly.



NEW DRAFT POLICY – SPECIAL EVENT SPONSORSHIPS & FUNDING FOR FY 2026-27 (EFFECTIVE JULY 1, 2026)

The salient points of the new policy would include (CONTINUED):

6. Special events held on City property must follow the City's special event permit process and pay required City service fees per SPMC Chapter 9.24 (Special Events)
7. Requests for grant awards must be submitted via application at least **60 days before** the event and must be approved by the City Council by adopted Resolution for auditing purposes.
8. Groups that already received a San Pablo Community Grant Program Awards from the City Council the previous fiscal year cannot apply again until the next fiscal year after June 30th.
9. The City sets aside a **maximum \$30,000 each year** for these one-time grants, with awards ranging from **\$1,500 to a maximum \$5,000 funded out of the Annual City Manager Operating Reserve (Fund 190), effective July 1, 2026.**

\$1,500	First-time funding requests
\$2,500	Second-time, recurring funding requests
\$5,000	Third-time, recurring funding requests (Maximum Award)



NEW DRAFT POLICY – SPECIAL EVENT SPONSORSHIPS & FUNDING FOR FY 2026-27 (EFFECTIVE JULY 1, 2026)

The salient points of the new policy would include (CONTINUED):

10. The City Council can approve up to the maximum one-time grant award of \$5,000 per request by adopted Resolution, even if the City Manager recommends otherwise due to exceptional circumstances or demonstrated public benefit to the community.
11. The City Council may use its own discretion on awarding one-time public financial assistance to eligible organizations or groups depending on the following factors:
 - **Demonstrate a community benefit to enrich the local community**
 - **Attendance is open to the general public**
 - **Poses no public safety or risk-liability impacts on public property or in City facilities**
12. The City Council may increase budget allocation one-time up to \$5,000 maximum during the course of the fiscal year if funds are completely exhausted until the end of that fiscal year period through June 30th by adopted Resolution.
13. If any group receives funding, they must show the City's official logo on all event promotions because it counts as an official City sponsorship



CSSC RECOMMENDATION:

The City Manager/staff recommend the following to CSSC:

- 1). Receive information; and
- 2). Direct the City Manager to finalize DRAFT policy and re-direct funding for FY 2026-27, effective July 1, 2026; and
- 3). Authorize a recommendation to the City Council for adoption/approval of said policy and funding.



QUESTIONS?