



**JIM DESMOND**  
SUPERVISOR, FIFTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

**AGENDA ITEM**

**DATE:** March 15, 2022

**06**

**TO:** Board of Supervisors

**SUBJECT:**

**COMMUNITY ENHANCEMENT & NEIGHBORHOOD REINVESTMENT PROGRAM  
GRANTS (DISTRICT: 5)**

**OVERVIEW**

Community Enhancement and Neighborhood Reinvestment Program funding assists nonprofit organizations in providing essential services to citizens of San Diego County. Reinvesting taxpayer money in worthwhile organizations is a benefit to the citizens and communities of North County.

**RECOMMENDATION(S)**

**SUPERVISOR JIM DESMOND**

1. Allocate \$10,000 from Community Enhancement Program budget (Org 12900) to Armed Services YMCA of the U.S.A., San Diego to support the Big Bay Boom July 4<sup>th</sup> Fireworks Show, a free public event.
2. Allocate \$16,500 from Community Enhancement Program budget (Org 12900) to the BIPOC Support Foundation for their Backpack and Education Initiative programs and business support to provide backpacks, supplies, grants, mentors, trainings and workshops to assist Black, Indigenous and People of Color.
3. Allocate \$2,500 from Community Enhancement Program budget (Org 12900) to the Mojalet Dance Collective to produce Progressive Steps, a public performance in collaboration with Mission Hills High School in San Marcos.
4. Allocate \$55,117 from Community Enhancement Program budget (Org 12900) to North County Lifeline, Inc. to help with Client Center courtyard renovations and to purchase HVAC units for centers in Vista which serve low-income families across North County located at 302 N Indiana Ave, Vista, CA 92084.

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

5. Allocate \$80,000 from Community Enhancement Program budget (Org 12900) to The Regents of the University of California, San Diego to support Spanish document translation and outreach, to increase milk lab production capabilities with equipment and staff, marketing outreach and to establish a milk fund for babies for underserved families and medically fragile infants.
6. Allocate \$10,000 from Community Enhancement Program budget (Org 12900) to the Valley Center Pageant Association to support the Miss/Junior Miss Valley Center scholarship pageant that promotes community service and responsible citizenship.
7. Allocate \$25,000 from Community Enhancement Program budget (Org 12900) to the Vista Chamber of Commerce to support the Vista Strawberry Festival event that supports the community and promotes tourism.
8. Allocate \$50,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Anza-Borrego Foundation for a branded vehicle wrap, one-time technology cost for a new website, purchase of magazines, new vehicle, educational videos, promotional gifts and calendars to inform and inspire people to visit the Anza-Borrego Desert Park and Borrego Springs.
9. Allocate \$10,000 from Neighborhood Reinvestment Program budget (Org 15670) to Equation Collaborative Corp. to help with the purchase of tape and boxes for healthy food distribution to food insecure families in San Diego County.
10. Allocate \$50,000 from Neighborhood Reinvestment Program budget (Org 15670) to Interfaith Community Services, Inc. for the purchase of a mobile outreach and wellness vehicle to serve hard-to-reach, low income and homeless North San Diego County residents.
11. Allocate \$20,000 from Neighborhood Reinvestment Program budget (Org 15670) to Neighborhood Healthcare to purchase a Mobile Health Center vehicle to serve the Escondido Union High School District students at their on-site campuses.
12. Allocate \$30,000 from Neighborhood Reinvestment Program budget (Org 15670) to North County Education Foundation, Inc. to support the Super STEM Saturday event with the purchase of signage, acquisition of printing materials, t-shirts, supplies, bags, canopies, tables, chairs, trash containers, power cords, boxes, umbrellas and sound system and to assist with the purchase of musical theater venue, costumes and props to support the middle and high school's theater productions.

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

13. Allocate \$100,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Palomar Health Foundation to help with construction and furnishing cost for the Conference Center for the Future that will serve as a collaboration space for the community located at 2125 Citracado Parkway, Escondido, CA 92025.
14. Allocate \$9,003 from Neighborhood Reinvestment Program budget (Org 15670) to the San Diego Deputy Sheriff's Foundation to help purchase equipment including a bike and a bench system for the Valley Center Patrol Station Fitness Center.
15. Allocate \$33,600 from Neighborhood Reinvestment Program budget (Org 15670) to the San Diego Regional Fire and Emergency Services Foundation to purchase extrication equipment for the Escondido Fire Department.
16. Allocate \$15,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Vista Chamber of Commerce to acquire Spanish language versions of the Vista Magazine.
17. Amend the purpose of the 11/02/21 (13) allocation of \$50,000 from Neighborhood Reinvestment Program budget (Org 15670) to Oceanside Community Service Television Corporation to allow for the one-time purchase of technology including software, router, network switch, monitors and production gear to improve the quality of service to the community. Authorize the Chief Financial Officer to amend the grant agreement accordingly.
18. Find that these grants have a public purpose.
19. Authorize the Deputy Chief Administrative Officer/Chief Financial Officer to execute grant agreements with the organizations awarded grants establishing terms for receipt of the funds described above and to make minor amendments to the agreements that are consistent with the general purpose of the grants but do not increase the grants.
20. Find that the proposed allocations to North County Lifeline, Inc. and Palomar Health Foundation are exempt from review under the California Environmental Quality Act (CEQA) pursuant to Section 15301 of the CEQA Guidelines and that the proposed allocation to Armed Services YMCA of the U.S.A. is exempt from CEQA review by Sections 15061(b)(3) and 15323 of the CEQA Guidelines.
21. Waive Board Policy B-58 to the extent necessary to allow for the allocation of the Community Enhancement Funds for more than fifty percent (50%) of the organization's current fiscal year operating budget to Valley Center Pageant Association, due to the COVID-19 pandemic that made it difficult to collect sponsorships for fundraising efforts.

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

**EQUITY IMPACT STATEMENT**

These proposed allocations of funds are intended to improve the quality of life throughout the County by providing funds for nonprofits whose work addresses inequities by providing services to all with an emphasis on underserved communities. The organizations that were chosen work to promote a sense of belonging and utilize equity in their operations, outreach and programs.

**FISCAL IMPACT**

Funds for these grant allocation requests are partially included in the Fiscal Year 2021-2022 Operational Plan for the Community Enhancement Program (Org 12900) and the Neighborhood Reinvestment Program (Org 15670). The fiscal impact of these recommendations is \$199,117 from the Community Enhancement Program budget (Org 12900) and \$317,603 from the Neighborhood Reinvestment Program budget (Org 15670) totaling \$516,720. The funding sources are Transient Occupancy Tax Revenues, and General Purpose Revenue. There will be no change in net General Fund cost and no additional staff years.

**BUSINESS IMPACT STATEMENT**

N/A

**ADVISORY BOARD STATEMENT**

N/A

**BACKGROUND**

**Armed Services YMCA of the U.S.A.**

The Armed Services YMCA of the U.S.A (YMCA) is a nonprofit organization that enhances the lives of military members and their families in spirit, mind and body through programs aimed toward the unique challenges of military life. The Big Bay Boom July 4<sup>th</sup> Fireworks Show is an annual free public event that is televised and benefits the Armed Services YMCA family services programs. Today's allocation of \$10,000 to the Armed Services YMCA of the U.S.A. will support the annual Big Bay Boom Fireworks Show in San Diego County.

**BIPOC Support Foundation**

The BIPOC Support Foundation is committed to empowering the lives and communities of Black, Indigenous and Persons of Color by providing resources, education, mentorship and economic support. The Backpack Initiative helps students in need by providing a backpack full of school supplies, literary items and community provided vouchers. The Education Initiative provides free resources for educators on topics of mental health, equity, and literary materials. The BIPOC Support Foundation also offers grants and mentors to lend business support. Today's allocation of \$16,500 to the BIPOC Support Foundation will assist in their Backpack and Education Initiative programs and business support to provide backpacks, supplies, grants, mentors, trainings and workshops to assist Black, Indigenous and People of Color.

**Mojalet Dance Collective**

Mojalet Dance Collective is a nonprofit organization that was founded in 1991 by three North San Diego County Artists. Over the past 30 years, Mojalet has been successful in following its mission to find opportunities to collaborate with artists and schools throughout the county. Today's

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

allocation of \$2,500 to the Mojalet Dance Collective will help to produce Progressive Steps, a public performance in collaboration with Mission Hills High School in San Marcos.

**North County Lifeline, Inc.**

North County Lifeline is a community-based human services organization that serves low-income and underserved populations in San Diego County. Every year Lifeline serves more than 5,000 members of the community through clinically-strong and evidence-based programs that focus on positive youth development, child abuse prevention and domestic violence intervention, housing and self-sufficiency, behavioral health, and human trafficking victim and survivor services. Today's allocation of \$55,117 to North County Lifeline, Inc. will help with Client Center courtyard renovations and to purchase HVAC units for centers in Vista which serve low-income families across North County located at 302 N Indiana Ave, Vista, CA 92084.

**The Regents of the University of California, San Diego**

The Regents of the University of California, San Diego (UCSD) is a nonprofit organization that is a public research university with a mission to provide excellence in teaching, research and public service. The milk bank project aims to fill a void in donor milk provision that will impact premature babies throughout San Diego County. Current donor milk availability from the existing milk bank in California is insufficient. Not all of San Diego's hospitals are using donor milk as recommended by the American Academy of Pediatrics; putting infants in the Neonatal Intensive Care Units at risk of life-threatening complications. Today's allocation of \$80,000 will help The Regents of the University of California, San Diego to support Spanish document translation and outreach, to increase milk lab production capabilities with equipment and staff, marketing outreach and to establish a milk fund for babies for underserved families and medically fragile infants.

**Valley Center Pageant Association**

The Valley Center Pageant Association is a nonprofit organization that is dedicated to helping young ladies gain confidence, poise and a chance to win scholarship money for school. Today's allocation of \$10,000 to the Valley Center Pageant Association will support the Miss/Junior Miss Valley Center scholarship pageant that promotes community service and responsible citizenship. The COVID-19 pandemic made it difficult to collect sponsorships for fundraising efforts. A Board Policy B-58 is requested to allow for the allocation of the Community Enhancement Funds for more than fifty percent (50%) of the organization's current fiscal year operating budget. If approved, this allocation would allow the Valley Center Pageant Association to continue to increase community awareness and involvement.

**Vista Chamber of Commerce**

For more than 95 years, the Vista Chamber of Commerce has represented the community by advocating for businesses, planning for the future, giving back to the community, and partnering to make Vista a sought after place to do business, raise families, shop, dine, and play. The Vista Strawberry Festival is an annual event that celebrates Vista as once being the "Strawberry Capital of the World." Today's allocation of \$25,000 to the Vista Chamber of Commerce to support the Vista Strawberry Festival event that supports the community and promotes tourism.

**Anza-Borrego Foundation**

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

The Anza-Borrego Foundation (ABF) is dedicated to protecting and preserving the natural landscapes, wildlife habitat and cultural heritage of Anza-Borrego Desert State Park and its surrounding region for the benefit and enjoyment of present and future generations. ABF provides support for Park programs, acquires land for conservation in and around the Park, educates the public about the Park's resources and supports research relevant to the region. Today's allocation of \$50,000 to the Anza-Borrego Foundation will help to purchase a branded vehicle wrap, new website, magazine, new vehicle, educational videos, promotional gifts and calendars to inform and inspire people to visit the Anza-Borrego Desert Park and Borrego Springs.

**Equation Collaborative Corp.**

Equation Collaborative Corp. is a nonprofit organization that was established in 2020. In response to the COVID-19 pandemic to address rising food insecurity, Equation Collaborative created the +BOX program which provides essential nutrition to food-insecure families by working alongside school districts to add to school nutrition programs with boxes of nutrient rich food for students and their families. Currently, +BOX serves 150 families each week in collaboration with the Vista Unified School District Family & Community Engagement Network. Today's allocation of \$10,000 to Equation Collaboration will help with the purchase of tape and boxes for healthy food distribution to food insecure families in San Diego County.

**Interfaith Community Services, Inc.**

Interfaith Community Services, Inc. empowers people in need to stabilize and improve their lives through comprehensive programs, in partnership with diverse faith communities and people of compassion. Interfaith is the most comprehensive human services agency in North San Diego County. With over 230 dedicated staff, more than 2,300 volunteers, 250+ faith communities, and thousands of community donors, Interfaith offers support to more than 20,000 individuals each year. Today's allocation of \$50,000 to Interfaith Community Services will assist in the purchase of a mobile outreach and wellness vehicle to serve hard-to-reach, low income and homeless North San Diego County residents.

**Neighborhood Healthcare**

Neighborhood Healthcare (Neighborhood) has served the Escondido Community since 1969. Their mission is to improve the health and happiness of the communities they serve by providing high-quality healthcare to all, regardless of situation or circumstance. In 2020, Neighborhood served over 77,789 patients in over 396,887 visits at 18 health center sites in San Diego and Riverside Counties. With today's behavioral health challenges, Neighborhood is partnering with the Escondido School District to help address those needs. A Mobile Health Center will remove barriers to care by meeting students at their campuses for appointments during and after school hours. Today's allocation of \$20,000 to Neighborhood Healthcare will help with the purchase of a Mobile Health Center vehicle to serve the Escondido Union High School District students at their on-site campuses.

**North County Education Foundation, Inc.**

The North County Education Foundation, Inc. is a nonprofit organization that supports The Classical Academies, which is an organization of award winning, tuition-free, certified California Public Charter campuses serving North San Diego County since 1999. With over 4,600 K-12 students at campuses in Oceanside, Vista and Escondido the schools offer a flexible and

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

personalized educational environment that blends independent study, online learning and traditional classroom experience. Super STEM Saturday is a free annual community event hosted in partnership with California State University San Marcos that welcomes attendees to discover science, technology, engineering and math. This year due to COVID-19, it will be held outdoors. Today's allocation of \$30,000 to North County Education Foundation, Inc. will help to support the Super STEM Saturday event with the purchase of signage, acquisition of printed materials, t-shirts, supplies, bags, canopies, tables, chairs, trash containers, power cords, boxes, umbrellas and sound system and to assist with the purchase of musical theater venue, costumes and props to support the middle and high school's theater productions.

**Palomar Health Foundation**

The Palomar Health Foundation is a nonprofit organization committed to seeking support for hospital technology and equipment, programs, services, community initiatives, outreach programs, health education. The Foundation serves the North San Diego County communities of Fallbrook, Escondido, San Marcos, Vista and Valley Center. The Conference Center of the Future will be a state-of-the-art collaboration space for physicians, regional hospital coordination, community education and events serving as a regional hub for healthcare collaboration. Today's allocation of \$100,000 to the Palomar Health Foundation will help with construction and furnishing cost for the Conference Center for the Future that will serve as a collaboration space for the community located at 2125 Citracado Parkway, Escondido, CA 92025.

**San Diego County Deputy Sheriff's Foundation**

The San Diego County Deputy Sheriff's Foundation is a 501(c)3 nonprofit organization that provides relief and support to San Diego County Deputy Sheriffs and the communities they serve. Backed by the Deputy Sheriffs' Association of San Diego, the foundation works to enrich the community while supporting the men and women who protect our families. The Foundation works to support deputies' physical, mental and emotional wellness. To support wellness, a small fitness center is needed for the Valley Center Patrol Station. With the closure of local health clubs, this would help the deputies by giving them the opportunity to exercise in a private, quiet area, before or after their shift thus helping their performance which is vital to protecting and serving the community. Today's allocation of \$9,003 to the San Diego Deputy Sheriff's Association will help to purchase equipment including a bike and a bench system for the Valley Center Patrol Station Fitness Center.

**San Diego Regional Fire & Emergency Services Foundation**

The San Diego Regional Fire & Emergency Services Foundation (Fire Foundation) was established in 1989 as the only foundation that supports the entire county: 43 fire agencies with 250 fire stations. Their focus is to make San Diego the safest County in the country by increasing public safety awareness, helping fire departments obtain needed equipment and training, helping to buy new and replacement equipment, implement new technologies, provide training and identify ways to look out for senior citizens. Today's allocation of \$33,600 to the San Diego Regional Fire and Emergency Services Foundation will help to purchase extrication equipment for the Escondido Fire Department.

**Vista Chamber of Commerce**

**SUBJECT: COMMUNITY ENHANCEMENT AND NEIGHBORHOOD  
REINVESTMENT PROGRAM GRANTS (DISTRICT: 5)**

For more than 95 years, the Vista Chamber of Commerce has represented the community by advocating for businesses, planning for the future, giving back to the community, and partnering to make Vista a sought-after place to do business, raise families, shop, dine, and play. The Vista Magazine is published quarterly. It features local businesses and ads. 50.3% of Vista's population are Hispanic and around 38.1% of Vista's population speak Spanish. The goal is to increase access for the entire population of Vista. Today's allocation of \$15,000 to the Vista Chamber of Commerce with help to obtain Spanish language versions of the Vista Magazine.

**Oceanside Community Service Television Corporation (KOCT)**

Oceanside Community Service Television Corporation dba KOCT is a nonprofit organization that has been delivering quality local content to their viewers since 1984 in Oceanside and throughout the surrounding North San Diego County communities. They offer relative and unbiased programming, keeping locals well informed and actively engaged. Due to the pandemic, the surge in automobile pricing has exceeded the cost that was estimated on the expenditures list. KOCT is unable to afford the remainder of the cost for the cargo van. Today's action will amend the purpose of the 11/02/21 (13) allocation of \$50,000 from Neighborhood Reinvestment Program budget (Org 15670) to Oceanside Community Service Television Corporation to allow for the purchase of technology including one-time expenses for software, router, network switch, monitors and production gear to improve the quality of service to the community and authorize the Chief Financial Officer to amend the grant agreement accordingly.

**LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN**

The Community Enhancement Program and Neighborhood Reinvestment Program supports the Sustainability, Community, and Equity Initiatives in the County of San Diego's 2022-2027 Strategic Plan by providing an opportunity for the Board of Supervisors to assist non-profits and public agencies' programs and services that stimulate tourism, promote the economy, create jobs, enhance a better quality of life, and/or provide funds for one-time community, social, environmental, educational, cultural and recreational needs that serve the public purposes in the county.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Jim Desmond', is written over a light blue horizontal line.

**JIM DESMOND**  
Supervisor, Fifth District

**ATTACHMENT(S)**

N/A