



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

AGENDA ITEM

DATE: April 26, 2022

19

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 the American National Red Cross for the Home Fire Assistance Project that helps individuals with disaster relief in San Diego County.
2. Allocate \$15,000 from Community Enhancement Program budget (Org 12900) to the Fallbrook Music Society, Inc. to support the free Classical Sunday Concert Series and In-School Music Program for school-aged children.
3. Allocate \$25,000 from Community Enhancement Program budget (Org 12900) to the Oceanside Chamber of Commerce Foundation, Inc. to support the Armed Forces Day Operation Appreciation event held in May to honor those who have served.
4. Allocate \$50,000 from Community Enhancement Program budget (Org 12900) to Photocharity d.b.a. Doors of Change to support a North County Expansion Case Manager and North County Expansion Program Director position to assist homeless youth.
5. Allocate \$40,000 from Community Enhancement Program budget (Org 12900) to the San Marcos Chamber of Commerce to fund an Events Director, Office Manager and Event

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Security position to support events that provide free resources and entertainment to the community.

6. Allocate \$34,712 from Neighborhood Reinvestment Program budget (Org 15670) to the Fallbrook Food Pantry to help with plumbing repair cost and hardware at 140 North Brandon Road, Fallbrook, CA 92028 to ensure that the building is a safe place to operate.
7. Allocate \$40,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Kiwanis Club of Escondido Foundation to purchase and install an ADA compliant playground for children with disabilities located at 1700 La Honda Drive, Escondido, CA 92027.
8. Allocate \$35,000 from Neighborhood Reinvestment Program budget (Org 15670) to the San Diego Blood Bank to purchase HemoFlow devices for blood collection at donor centers in North San Diego County.
9. Allocate \$9,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Vista Art Association Foundation, Inc. to assist with the purchase of material and supplies including art tools, paints, displays, shade canopies, umbrellas/stands and communication devices for the 2022 Alley Art Festival, a free public event being held on June 11th.
10. Find that these grants have a public purpose.
11. 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.
12. Find that the allocations to Fallbrook Food Pantry and Kiwanis Club of Escondido Foundation are exempt from review under the California Environmental Quality Act (CEQA) pursuant to Section 15301 of the CEQA Guidelines.

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 this request are 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 \$140,000 from the Community Enhancement Program budget (Org 12900) and \$118,712 from the Neighborhood Reinvestment

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Program budget (Org 15670) totaling \$258,712. 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

American National Red Cross

The American National Red Cross is a nonprofit organization that assist over 3.6 million people in the region through services ranging from shelter and meal provision during emergencies, preparedness training, assisting members of our armed forces and their families, teaching lifesaving skills and more. The Home Fire Assistance Project will help victims of home fires in San Diego County with financial assistance, personal items (toiletries), counselling services, meals and more. Last year, the American Red Cross San Diego and Imperial Counties Chapter responded to over 265 home fires in San Diego and Imperial Counties and helped over 646 individuals. Today's allocation of \$10,000 will help with cost for the Home Fire Assistance program that will immediately aid families located in District 5.

Fallbrook Music Society, Inc.

The mission of Fallbrook Music Society, Inc. is to provide primarily classical music concerts that enhance and inspire the lives of residents in Fallbrook and neighboring communities. For many under-served residents, this is their only opportunity to be exposed to music in a professional setting. Hosting a wide array of musical instruments, musicians and repertoire is something that is not available in most unincorporated communities. Through the in-school music programs, students from 6 Elementary and Jr. High Schools in Fallbrook are immersed in music performances, education and mentoring. The Fallbrook Music Society is the only non-profit in the community that provides 100% of performing arts opportunities at no cost to the public. This has enabled them to serve over 5,000 individuals through the concert series and the in-school music programs. Today's allocation of \$15,000 will help to support the free Classical Sunday Concert Series and In-School Music Program for school-aged children.

Oceanside Chamber of Commerce

Founded in 1896, the Oceanside Chamber of Commerce continues to serve as the single largest, longest serving and leading business advocacy organization within the City of Oceanside. Its mission is to advocate for pro-business legislation, support business networking, education, events, outreach, promotion, the expansion of favorable business programs in the Oceanside community. Armed Forces Day Operation Appreciation is an annual event in its 20th year. This event thanks and welcomes active-duty military and their families from all over San Diego County. At the event the Chamber provides live entertainment, a free fun zone with games, inflatables and attractions for children, and free food from area restaurants. This event is the largest Armed Forces Day in

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Southern California, drawing over 5,000 people and one which is free to the military. The general public is also invited to attend and enjoy the live entertainment and sponsor booths. Today's allocation of \$25,000 will help to support the Armed Forces Day Operation Appreciation event held on May 21, 2022 to honor those who have served.

Photocharity d.b.a. Doors of Change

Photocharity d.b.a. Doors of Change is a nonprofit organization that was established in 2001 to help homeless youth get off the streets and into safe housing. Doors of Change has been serving homeless youth ages 17-25 for over 20 years and have served more than 22,000 homeless youth and transitioned 2,200 homeless youth off the streets in safe housing. The "Taking Music and Art to the Streets" program uses the power of music and art to engage with, build confidence in, and empower homeless youth to help themselves get the resources and essential services they need to survive and thrive. Today's allocation of \$50,000 to Photocharity d.b.a. Doors of Change will help to support a North County Expansion Case Manager and North County Expansion Program Director position to assist homeless youth.

San Marcos Chamber of Commerce

The San Marcos Chamber of Commerce's mission is to serve as the best resource for its members and the business community to promote a positive business climate, economy, and quality of life in San Marcos. The Chamber hosts a large number of events throughout the year which include street fairs, luncheons, farmers market events and more. These are family-friendly events that feature over 200 vendor and over 10,000 patrons. Three positions are identified to ensure the viability and safety of the events. Today's allocation of \$40,000 to the San Marcos Chamber of Commerce will help to fund an Events Director, Office Manager and Event Security position to support events that provide free resources and entertainment to the community.

Fallbrook Food Pantry

The Fallbrook Food Pantry is a nonprofit organization that exists to feed the hungry in Fallbrook, Bonsall, Pala, De Luz, and Rainbow. Incorporated in 1991, their mission is to aid those in the community in need of food and to refer those in need of clothing, shelter and medical care to appropriate agencies, offering hope through emotional support. The Pantry serves any person who seeks relief caused by hunger. They issue supplemental food to an average 500 families each week. During the peak of the COVID-19 pandemic, they helped 1,600 households per week totaling 4,700 people. Currently there are 6,000 registered families that qualify for assistance based upon the federal guidelines for poverty level income. The Pantry also serves over 600 households each month with Senior, Children, and Neighborhood Distribution programs. Today's allocation of \$34,712 to the Fallbrook Food Pantry will help with plumbing repair cost and hardware at 140 North Brandon Road, Fallbrook, CA 92028 to ensure that the building is a safe place to operate.

Kiwanis Club of Escondido Foundation

The Kiwanis Club of Escondido Foundation d.b.a. Kiwanis Club of Escondido – Hidden Valley was established in 1924 to strive to fulfill the Kiwanis vision of changing the world, one child and one community at a time. Through the participation of its members, they've helped to educate children and support the community. The members desire to "give back" to the Escondido community and make it a better place to live. One of their goals is to enhance the outdoor area for all children at the Dixon Lake Recreation Area. Currently, there is no fully compliant ADA

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playground facilities within the 14 public parks encompassing 7,000 acres in Escondido. The Dixon Lake Recreation Area incorporates a fully compliant ADA cabin, a fully compliant ADA fishing pier, and fully compliant ADA restrooms, however nothing designed specifically for children with disabilities 2-5 years of age. Today's allocation of \$40,000 will help the Kiwanis Club of Escondido Foundation to purchase and install an ADA compliant playground for children with disabilities located at 1700 La Honda Drive, Escondido, CA 92027.

San Diego Blood Bank

The San Diego Blood Bank's (SDBB) number one priority is the health and safety of the San Diego community. They are committed to ensuring a safe, steady, and robust blood supply for those who are in need of blood products to survive. During the COVID-19 pandemic, the need to ensure a safe and adequate supply for hospital partners and patients throughout San Diego County was essential. This was accomplished by opening donor centers to account for the decline of mobile blood drives out of community responsibility and caution. HemoFlow devices are used at donor centers as part of its Blood Collection Program. To continue meeting the health needs of patients in San Diego County this state-of-the-art technology will enable SDBB to collect more blood products and save more lives. Today's allocation of \$35,000 to the San Diego Blood Bank will allow for the purchase HemoFlow devices for blood collection at donor centers in North San Diego County.

Vista Art Association Foundation, Inc.

The Vista Art Association Foundation, Inc. is a nonprofit organization of artists and art-lovers that is committed to strengthening the community through arts programs, events, education, citizen participation and communication. Their mission is to support and encourage artistic expression through all types of art by all age groups, placing particular emphasis on the imaginative learning experience for young people so that they may be successful in school, in career, and in life. They work to supplement school arts programs through activities aimed to help at-risk youth who are in need of inspired motivation. The annual Alley Art Festival is a free annual event that seeks to bring together and inspire the people of our community through a fun and all-inclusive experience, using off-beat art as its theme. Today's allocation of \$9,000 to the Vista Art Association Foundation, Inc. will assist with the purchase of material and supplies including art tools, paints, displays, shade canopies, umbrellas/stands and communication devices for the 2022 Alley Art Festival, a free public event being held on June 11th.

LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

The Community Enhancement Program and Neighborhood Reinvestment Program support safe and vibrant communities, encourages sustainable environments, and promotes healthy families through grants to non-profit organizations, government agencies, and County departments.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'J. D. ...', is written below the text 'Respectfully submitted,'.

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JIM DESMOND
Supervisor, Fifth District

ATTACHMENT(S)
N/A