



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

AGENDA ITEM

DATE: November 15, 2022

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TO: Board of Supervisors

SUBJECT:

**COMMUNITY ENHANCEMENT, NEIGHBORHOOD REINVESTMENT PROGRAM
GRANTS AND CEQA EXEMPTIONS (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 \$40,000 from Community Enhancement Program budget (Org 12900) to the California Center for the Arts, Escondido Foundation to support free holiday events including the Northern Lights Festival, Musica En La Plaza, and Caberet in the Courtyard to encourage cultural, economic, and family friendly activities by assisting with the purchase of lighting, decorations, equipment, photography/video, marketing, music licensing, signage, setup labor and security and staffing.
2. Allocate \$30,000 from Community Enhancement Program budget (Org 12900) to the Oceanside Community Service Television Corporation to support capacity building and career readiness by providing funds for the Career Ready Internship Program for local high school and college students through staff and expert training cost.
3. Allocate \$20,000 from Community Enhancement Program budget (Org 12900) to the Oceanside High School Vocal Music Association to support program, staff and competition cost for the Competition of Choirs event that assist minority, Title 1 students.

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4. Allocate \$70,000 from Community Enhancement Program budget (Org 12900) to the Oceanside Museum of Art to support operational cost such as salaries, facility rental, print and social media advertising, banner promotional program, signage, event supplies and mailing to reach new audiences and underserved communities.
5. Allocate \$60,000 from Community Enhancement Program budget (Org 12900) to Valley Center High School Foundation to support campus improvement, branding efforts and programs including banners, backdrops, tablecloths, storage containers, record boards, panels, door, signage, wall murals, seating, tables, marque, and an Ag trailer.
6. Allocate \$40,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Fallbrook Center for the Arts, Inc. to assist with capital improvement cost such as roof repair, exterior siding and stair replacement, support structure paint and seal and lighting for the Art Center buildings located at 310 Alvarado Street and 103 S. Main Ave, Fallbrook, CA 92028.
7. Allocate \$12,000 from Neighborhood Reinvestment Program budget (Org 15670) to the Vista Skatepark Coalition for the purchase of crowns, sashes, sash pins, regalia, awards, posters, flyers, mailers and materials, tableware, décor and giveaways for the Irish Cultural Event, Miss Bonsall Pageant and Miss Vista Pageant which are free public events.
8. Reduce the amount of the 10/25/22 (9) allocation from the Community Enhancement American Rescue Plan Act Program budget (Org 12905) to the Oceanside Community Service Television Corporation from \$50,000 to \$20,000 to address the economic impact of the COVID-19 pandemic on capacity building to support the vitality of programs by providing funds for the Career Ready Internship Program for local high school and college students through staff and expert training cost. Authorize the Deputy Chief Administrative Officer/Chief Financial Officer to amend the grant agreement accordingly.
9. Find that these grants have a public purpose.
10. Authorize the Deputy Chief Administrative Officer/Chief Financial Officer to execute grant agreements or amendments to 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.
11. Find that the allocations to the Valley Center High School Foundation and Fallbrook Center for the Arts, Inc. are exempt from review under the California Environmental Quality Act (CEQA) pursuant to Section 15301 of the CEQA Guidelines.

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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.

SUSTAINABILITY IMPACT STATEMENT

The proposed allocation of funds will contribute to the overall sustainability of the region by providing funding to organizations that align with the County of San Diego Sustainability Goals by engaging the community, provide just and equitable access, transition to a green and carbon-free economy, protect the health and wellbeing of the community members, protect water, ecosystems, habitats, biodiversity and/or reduce pollution and waste.

FISCAL IMPACT

Funds for this request are included in the Fiscal Year 2022-2023 Operational Plan for the Community Enhancement Program budget (Org 12900) and the Neighborhood Reinvestment Program (Org 15670). The fiscal impact of these recommendations is \$220,000 from the Community Enhancement Program budget (Org 12900) and \$52,000 from the Neighborhood Reinvestment Program budget (Org 15670) totaling \$272,000. 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

California Center for the Arts, Escondido Foundation

The California Center for the Arts, Escondido Foundation is a 501(c)(3) nonprofit organization that was established in 1996. Its mission is to support the California Center for the Arts, Escondido (the Center) that aims to enrich the lives of all within its reach using art and power for community building and enhancement, by providing diverse artistic, cultural, educational, social, and entertainment experiences. Their success is measured by the number of attendees and outreach efforts through performances, student field trips, schools serviced, community events and museum exhibits. Today's allocation of \$40,000 to the California Center for the Arts, Escondido Foundation will support holiday events including the Northern Lights Festival, Musica En La Plaza, and Caberet in the Courtyard to encourage cultural, economic and family friendly activities

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to assist with the purchase of lighting, decorations, equipment, photography/video, marketing, music licensing, signage, setup labor and security and staffing.

Oceanside Community Service Television Corporation

For 40 years, Oceanside Community Service Television Corporation (KOCT) has filled North County homes with entertaining and informative programs. KOCT broadcasts without commercials or bias and brings high-quality, innovative, diverse, and educational programming to San Diego County. KOCT airs programs that reflect the diverse makeup of San Diego, and programs are hosted and produced by people who live in the County. The Career Ready Internship Program for local colleges and high school students, includes staff and experts from North County San Diego that will provide in-depth training to student interns to promote career readiness STEAM training. Today's allocation of \$30,000 to Oceanside Community Service Television Corporation will providing funds for the Career Ready Internship Program for local high school and college students through staff and expert training cost.

Oceanside High School Vocal Music Association

The Oceanside High School Vocal Music Association is a 501(c)(3) nonprofit organization that was formed by Oceanside High School Choir parents that provide support to the students and professional staff of the Oceanside High School vocal music program. They work with a diverse group of minority and Title 1 students, who have never previously had any performing arts training, coaching them to be a highly successful competitive team. The Oceanside High School Soundwaves Show Choir is an award-winning group, performing at various events and venues throughout Oceanside and San Diego County for the past 20 years. They continue to grow a positive reputation for building a family group of student leaders. Today's allocation of \$20,000 to the Oceanside High School Vocal Music Association will support program, staff and competition cost for the Competition of Choirs event that assist minority, Title 1 students.

Oceanside Museum of Art

Oceanside Museum of Art (OMA) is a nonprofit organization that began providing exhibitions and public programs in 1995 as part of their mission to bring people together to explore the art and stories of Southern California artists. To support a full creative life for all, OMA commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable community. Programming includes youth education programs, adult art classes, music, films, and creative community parties and events that appeal to locals and tourists alike. Today's allocation of \$70,000 to the Oceanside Museum of Art to support operational cost such as salaries, facility rental, print and social media advertising, banner promotional program, signage, event supplies and mailing to reach new audiences and underserved communities.

Valley Center High School Foundation

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The Valley Center High School Foundation is a 501(C)(3) nonprofit organization which financially supports and advances the educational opportunities for all students attending Valley Center High School. Through its activities and fund-raising efforts, the Foundation also encourages teamwork and volunteerism within the school setting and the community. Today's allocation of \$60,000 to Valley Center High School Foundation to support campus improvement, branding efforts and programs including banners, backdrops, tablecloths, storage containers, record boards, panels, door, signage, wall murals, seating, tables, marque, and an Ag trailer.

Fallbrook Center for the Arts, Inc.

Fallbrook Center for the Arts, Inc. is a nonprofit organization with a mission to expand the arts experience in the region to become an arts destination for art creation and appreciation. They have made steady gains, in the last 20 years, in using art and arts education to bring thousands of visitors to the community as an economic stimulus. Their divisions include Fallbrook Art Center, Fallbrook School of the Arts and Fallbrook Art in Public Places which work to provide unique art experiences to all ages and backgrounds, bringing visitors and economic benefit to the Fallbrook area. Today's allocation of \$40,000 to the Fallbrook Center for the Arts, Inc. will assist with capital improvement cost such as roof repair, exterior siding and stair replacement, support structure paint and seal and lighting for the Art Center buildings located at 310 Alvarado Street and 103 S. Main Ave, Fallbrook, CA 92028.

Vista Skatepark Coalition

The Vista Skatepark Coalition dba North County Celtic Queen Pageant and Scholarship Fund is a non-profit that began in 2011 through the Vista Village Business Association. In 2013, the Vista Skatepark Coalition chose to take on the event and youth program. The North County Celtic Queen Pageant is dedicated to promoting a sense of celebration, spirit and unity within the Irish and Irish American communities within the County of San Diego. The pageants provide one educational scholarship and encourages participants to strive for academic excellence, community service and pursuing their goals. The Celtic Queen program serves 11 communities and their populations in North San Diego County. The Coalition also hosts the Miss Bonsall Pageant and the Miss Vista Pageant. Each event brings thousands of visitors and commerce to North San Diego County. Today's allocation of \$12,000 to the Vista Skatepark Coalition for the purchase of crowns, sashes, sash pins, regalia, awards, posters, flyers, mailers and materials, tableware, décor and giveaways for the Irish Cultural Event, Miss Bonsall Pageant and Miss Vista Pageant which are free public events.

LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

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

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Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jim Desmond". The signature is written in a cursive style with a large initial "J" and "D".

JIM DESMOND
Supervisor, Fifth District

ATTACHMENT(S)

N/A