



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Agenda Item #: {{section.number}}A

Yountville Town Council Staff Report

DATE: June 18, 2024

TO: Mayor and Town Council

FROM: Majel Arnold, Town of Yountville Community Foundation

PREPARED BY: Samantha Holland, Parks & Recreation Director

RECOMMENDATION

Adopt Resolution Number 24-4288, Approving the Small Projects Grant Fund Program Outline “Imagine Yountville” of the Town of Yountville Community Foundation, Funded By The Town.

DISCUSSION/BACKGROUND

In the 2023-24 budget process, the Town Council voted to approve \$50,000 in funding for a yet to be determined community program that would fund small projects, spearheaded by individuals or groups outside of the Town staff. At the March 19, 2024 Town Council Meeting, the Council approved Resolution Number 24-4256 moving Administration of the Small Projects Grant Program to the Town of Yountville Community Foundation including a transfer of the budgeted \$50,000. The Council also provided feedback to staff on ideas for the program to assist the TOYCF Board in structuring and building this new grant program to meet the Council’s expectations.

The Town of Yountville Community Foundation Board formally approved the creation of the new fund at the January 2024 meeting. The Board also appointed a subcommittee of three members to work on the program. Board members Carol Fink, Majel Arnold, and Sandy Fagan reviewed the Council notes and have worked with staff to move forward with the proposed program.

The Subcommittee conducted research and considered the Council feedback to propose the structure of the Small Projects Grant Program. After several meetings, the Subcommittee presented the draft program to the TOYCF Board at a special meeting on May 17, 2024. The proposal was unanimously approved and the board discussed how to name and promote the program after Council approval.

Before you today is the proposal for “Imagine Yountville”. The program goal is to fund projects that are accessible to and benefit the public at large with the goal of improving the quality of life for Yountville Residents. Fund cannot be used to benefit a specific person or for-profit entity.

What Types of Projects May Be Funded?

The TOYCF Small Projects Grant Program will fund projects that are accessible to and benefit the public at large with the goal of improving the quality of life for Yountville Residents. Funds cannot be used to benefit a specific person or for-profit entity.

- Projects must be accessible and inclusive to all regardless of ability to pay.
- Projects should demonstrate how they improve the quality of life for Yountville Residents.

Who May Apply?

- A.** Applicants do not have to be an established organization to apply.
- B.** Non-Profits, Neighborhood Groups, Homeowners Associations, Service Clubs, Community Groups or other organizations are encouraged to apply.

What Expenses are Eligible?

- A.** Contractor fees
- B.** Supplies
- C.** Equipment rentals
- D.** Permit and insurance fees or costs
- E.** Other costs associated with the project
- F.** Planning costs

Expenses that are not eligible:

- Costs incurred prior to the grant award.
- Indirect costs, ongoing operational costs or overhead expenses like rent, mortgage, property taxes, utilities or office supplies
- Ongoing maintenance, upkeep or repairs
- Fundraising expenses
- Staff salaries
- Membership Dues
- New business seed money
- Individual training or education
- Travel

***List is not comprehensive**

Is a Grant Match Required?

The Imagine Yountville Grant Program highly encourages funding matches but does not require it. These funds may be actual cash donations or in-kind donations (Supplies, volunteer hours etc..)

Grant Evaluation Criteria

Goal: Improving the Quality of Life for Yountville Residents

- A.** Project Team – Volunteers and project partners are a significant component of this process. Applications should reference the partnering organizations, individuals, and associations who are involved in the project.
- B.** Community Support – Projects must have clear neighborhood and community support. Projects should demonstrate this support and what value this project will add to the Community. Support may be demonstrated through letters or support or a petition.
- C.** Budget – The budget should be well thought out, reasonable and realistic. Applicants are encouraged to explore other supplemental funding sources to show diverse support for the project.
- D.** Project Reach – Description of how many people are estimated to benefit from your project.
- E.** Environmental Consciousness – Projects should reflect environmental consciousness regarding materials, energy and conservation.
- F.** Accessibility – Projects should be as broadly accessible as possible. This means creating opportunities for people of all abilities and thinking broadly about how to be widely inclusive, welcoming and collaborative.

The Subcommittee discussed rolling out the program and then holding an in-person grant presentation and question/answer session for anyone interested in learning more or receiving assistance with their application. It was discussed to ensure even those who had never applied for a grant before did not see the application process as a barrier. There is a draft timeline included in the application process. Dates may change slightly but the goal would be to issue funding for the first round of applications for 2025 projects in January of 2025. Based on the number of applications received and the amount of funding awarded, the Board will consider if there is the need

to open it up for another cycle of application mid-year or if annually is sufficient. The Board will also consider how the process was received and how it worked and make changes as needed for future funding cycles.

ENVIRONMENTAL REVIEW

Not Applicable

FISCAL IMPACT

Is there a Fiscal Impact? No

Is it Currently Budgeted? N/A

Where is it Budgeted? N/A

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Indirectly

If yes, Identify Strategic Goal and Objective. **Engaged Residents:** The Town embraces our residents' commitment to community as seen through volunteerism, civic engagement, and public participation that enhances the quality of life in Yountville. **Quality of Life:** The Town enhances the livability of Yountville by providing well-maintained public facilities, parks, and trails, and quality programs and events.

Briefly Explain Relationship to Strategic Plan Goal and Objective. By supporting and funding the Imagine Yountville Grant Program, the Town is engaging our residents to think outside the box and propose ways to improve the quality of life for residents.