

# CITY OF HEALDSBURG

## 2018 COMMUNITY BENEFIT GRANT PROGRAM

TO: Interested Parties

SUBJECT: Request for Proposals

The City Council of the City of Healdsburg established a Community Benefit Grant Fund to assist local non-profit agencies. This program was created to fund activities and projects that will:

- Provide or address an unmet/under-met community need;
- Benefit a large cross section of Healdsburg residents;
- Offer a sustainable benefit to the City of Healdsburg; and
- Involve a support network of community participation.

Priority will be given to projects related to the City's Strategic Plan Initiatives and fulfill the current year's City Council goals.

Funding Eligibility: Grants will only be made available to 501(c) 3 nonprofit organizations in good standing located within the City of Healdsburg or serving Healdsburg residents. A copy of the 501(c) 3 certificate must be included with the application.

Application Process: Applicants must use the Community Benefit Grant Program application form. Applications and instructions are available online at [www.healdsburg.ca.us](http://www.healdsburg.ca.us) or at Healdsburg City Hall, 401 Grove Street, Healdsburg 95448. Please contact Raina Allan via email at [rallan@ci.healdsburg.ca.us](mailto:rallan@ci.healdsburg.ca.us) with questions regarding projects and funding requests.

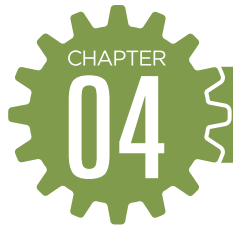
Deadline for Submission: The deadline for submission of applications is **January 12, 2018**. Interested nonprofit organizations may also request applications by mail, email or fax. Applications are also available on the City's website at [www.healdsburg.ca.us](http://www.healdsburg.ca.us).

Funding Procedure: The total amount of grant funds available for 2018 is \$50,000. There will likely be multiple recipients. Final grant decisions are made solely by the Healdsburg City Council and will be made on an annual basis. Grant funding will be provided on a reimbursement basis. If seed funding is needed to begin the project (i.e. retainer of specialty services) funds for said expense will be reimbursed upon receipt of invoice or copy of contract. Non-profits will have 6 months from date of award to submit invoices/proof that show that the project has been completed. If project is not completed within six months of award, up to a 12 month extension may be granted by the City Manager's Office upon request. Award of grant is for the current funding cycle. If approved grant funding is not spent during the given cycle and an extension has not been granted, the funds will be carried over to the next funding cycle and non-profits must submit a new grant application. An explanation of the reasons why the funding was not utilized will be required to be as part of the application submittals. Fiscal and program accountability, including proof of expenditures, are required. Grants are not transferable.

Funding Priorities: The Community Benefit Grant Program will fund grants for projects that have a direct relation to resident services and community enhancement in the areas of recreation, support services and the environment. Priority will be given to projects related to the City's Strategic Plan Initiatives and fulfill the current year's City Council goals. **Funding will not be considered for ongoing operating expenses (such as salaries) and must be spent on the project described in your application unless otherwise allowed by the City Council.** Priority will also be given to proposals that involve a volunteer network and benefit a wide cross-section of community residents.

Funding Schedule: Proposals are due in Healdsburg City Hall (401 Grove Street) by **5:00 p.m. on Friday, January 12, 2018.** It is anticipated grants will be awarded by the City Council in February, 2018.

Attached for your information are the Strategic Plan Initiatives adopted in 2014, and the current 2017-18 City Council Goals.



## OUR STRATEGIC INITIATIVES



### INITIATIVE 01 | QUALITY OF LIFE

Healdsburg respects and values the diversity of its community and strives to protect and enhance the quality of life for its citizens.



### INITIATIVE 02 | ECONOMIC DIVERSITY & INNOVATION

Strengthen Healdsburg's economy and tax base through economic development efforts that support diversifying the business mix, generating jobs, proactively retaining and attracting businesses, streamlining processing, enhancing customer service and maintaining a business friendly reputation.



### INITIATIVE 03 | EFFECTIVE & EFFICIENT GOVERNMENT

The implementation of best business practices to ensure municipal government is operating in an efficient and effective way while providing high quality customer service.



### INITIATIVE 04 | FISCAL RESPONSIBILITY

Through long term fiscal planning develop a structurally balanced budget, maintain adequate reserves for economic uncertainty and capital replacement, fund ongoing costs with ongoing revenues, maintain competitive compensation and set fees for services that are based on the cost of providing the service.



### INITIATIVE 05 | INFRASTRUCTURE & FACILITIES

Healdsburg will initiate action necessary to catch up on the deferred maintenance of City facilities and infrastructure including streets, sidewalks, parks, utility lines and buildings and develop a program for long-term maintenance that includes a system for establishing priorities among projects and maintenance services.



CITY OF HEALDSBURG

# 2014-2019 STRATEGIC PLAN: PATHWAY TO SUSTAINABILITY

**VISION:** Affirm and enhance our community as an attractive, healthy and prosperous place by valuing our diverse heritage and embracing thoughtful change.

**MISSION:** In Healdsburg our mission is to create an atmosphere of innovation and diversity that enhances the values of the community which support the following: young and multigenerational families, our rich and broad agricultural roots, innovative and sustainable businesses and healthy quality of life.

**VALUES:** ACCOUNTABILITY | COMMUNICATION | HONESTY | INNOVATION | EXCELLENCE | VITALITY | EFFICIENCY

## 2017-18 CITY COUNCIL GOALS

| GOAL   | DESCRIPTION  | PROJECTED OUTCOME  |
|--|--|--|
| <b>CITY/COMMUNITY SERVICES</b><br>STRATEGIC INITIATIVES SI 01, SI 03 & SI 04:<br>Quality of Life<br>Effective & Efficient Government<br>Fiscal Responsibility  | <p>Assess City services to ensure the needs of all Healdsburg residents are being met and pursue partnerships with other organizations to fill identified gaps. Encourage participation of all Healdsburg residents in City services and programs, especially the underrepresented.</p> <p>Continue to provide high quality Public Safety Programs and Services that meet our community's needs.</p>   | <ul style="list-style-type: none"> <li>Partner with local service providers (HUSD, NSCS, Corazon, Alliance, etc.) to establish specific health goals and outcomes and ensure the provision of services.</li> <li>Ensure our Public Safety Departments have the proper tools and resources needed to continue to provide a high level of service to our community.</li> </ul>   |
| <b>COMMUNICATION/TRANSPARENCY</b><br>STRATEGIC INITIATIVES SI 01, SI 03, SI 04 & SI 05:<br>Quality of Life<br>Effective & Efficient Government<br>Fiscal Responsibility<br>Infrastructure & Facilities | <p>Cultivate broader community engagement opportunities with Healdsburg residents and engage underrepresented populations to give residents a stronger voice on issues affecting their daily lives.</p> <p>Keep residents informed of City policies, actions and programs by expanding access to information through additional public outreach opportunities and improvements to the City's technology.</p> <p>Expand public safety outreach opportunities to improve transparency and maintain a high level of public trust.</p> | <ul style="list-style-type: none"> <li>Hire a Community Outreach Coordinator with an emphasis on expanding and enhancing coordinated City-wide communications, public information, public engagement/outreach, marketing and advertising.</li> <li>Develop and implement a Communications and Community Engagement Plan.</li> <li>Host additional outreach opportunities, such as Platica Latina and Coffee with the City, to continue to reach a broad segment of the community.</li> <li>Complete technological upgrades such as software upgrades, website improvements, video streaming, translation and closed caption services.</li> <li>Engage public safety, housing and other departments in outreach opportunities.</li> </ul> |
| <b>COMMUNITY DEVELOPMENT</b><br>STRATEGIC INITIATIVES SI 01, SI 02 & SI 05:<br>Quality of Life<br>Economic Diversity & Innovation<br>Infrastructure & Facilities                                       | <p>Adopt planning and land use policies that enhance opportunities to diversify the City's economic base and encourage investment and new development in underdeveloped and under-utilized properties.</p> <p>As part of the project review and approval process, ensure all new development offers community benefit.</p>   | <ul style="list-style-type: none"> <li>Initiate the process to prepare a South Entry Plan for the Old Redwood Highway Study Area that identifies and addresses the unique characteristics and function of the industrial, mixed use and public land located south of Memorial Bridge.</li> <li>Assess new development applications for community benefit.</li> </ul>   |
| <b>COMMUNITY HOUSING</b><br>STRATEGIC INITIATIVES SI 01 & SI 03:<br>Quality of Life<br>Effective & Efficient Government  | <p>Address the housing needs of Healdsburg workers and residents by updating and implementing City housing policies to increase the inventory of workforce and affordable housing in our community.</p> <p>Support the Community Housing Committee's efforts by providing the Committee clear direction, ensuring the Committee has Staff support to accomplish work assignments and incorporating the Committee's recommendations into the Council's decision making process.</p>   | <ul style="list-style-type: none"> <li>Review the Accessory Dwelling Unit (ADU) Ordinance to further streamline and incentivize construction of ADUs.</li> <li>Update the City's housing policies including the Housing Action Plan, Growth Management Ordinance Policies and Procedures and Inclusionary Housing Ordinance to ensure new development aligns with the City's housing goals.</li> <li>Identify alternative sources of affordable housing including additional funding sources and requirements for commercial, hospitality and other related uses.</li> <li>Provide Staff support to the Community Housing Committee on an on-going basis.</li> </ul>   |
| <b>COMMUNITY PARKING</b><br>STRATEGIC INITIATIVES SI 01 & SI 03:<br>Quality of Life<br>Effective & Efficient Government  | <p>Implement a comprehensive parking strategy that balances the needs of our community and our visitors and ensures our residents' needs are met.</p>  | <ul style="list-style-type: none"> <li>Develop, obtain public input on, and implement a comprehensive parking management plan that identifies creative and measurable solutions that maximizes utilization of City owned properties, identifies tools/solutions to manage parking supply and demand, determines the feasibility of alternative solutions such as paid parking, a parking structure and/or a license plate reader system.</li> <li>Complete the planning process for the Cerri Building Project, including opportunities for public input, and commence development.</li> <li>Evaluate public/private partnership opportunities to address the community's parking needs.</li> </ul>                                      |
| <b>ECONOMIC DEVELOPMENT</b><br>STRATEGIC INITIATIVES SI 01, SI 02, & SI 03:<br>Quality of Life<br>Economic Diversity & Innovation<br>Effective & Efficient Government                                  | <p>Seek to balance commercial tourism growth with quality of life and more closely align with our community values.</p> <p>Formulate an economic development strategy that seeks to further diversify the City's economic base, attracts different types of businesses to Healdsburg, expands opportunities for new and expanding businesses and provides enhanced business support services.</p>  | <ul style="list-style-type: none"> <li>Prepare a study that assesses the benefits and impacts of the tourism sector of the City's economy. Engage in a community outreach effort as part of the study to solicit input from residents, business owners and employers.</li> <li>Begin formulating a sustainable economic development strategy with an emphasis on diversifying new and expanding businesses.</li> <li>Review City policies to address alcohol-focused businesses in our downtown and near the Plaza.</li> <li>Streamline City procedures, including business licenses and permits, to provide enhanced business support.</li> </ul>   |
| <b>FISCAL RESPONSIBILITY</b><br>STRATEGIC INITIATIVES SI 03, SI 04 & SI 05:<br>Effective & Efficient Government<br>Fiscal Responsibility<br>Infrastructure & Facilities                                | <p>Adopt a sound financial strategy that evaluates the City's short and long term funding sources and addresses viability, including the sunset of Measure V and unfunded pension costs.</p> <p>Create opportunities to further educate the public on the City's finances.</p>   | <ul style="list-style-type: none"> <li>Maintain a balanced budget and fiscal accountability to tax payers.</li> <li>Report on the outcomes of Measure V and its economic impacts and establish a funding policy that addresses the sunset of Measure V.</li> <li>Realign the City's funding policy to address the short and long-term implications of unfunded pension costs.</li> <li>Host a budget workshop to educate residents on City finances.</li> </ul>  |

CITY OF HEALDSBURG

Community Benefit Grant Program 2018

APPLICATION INSTRUCTIONS

NAME OF ORGANIZATION SEEKING FUNDING: \_\_\_\_\_

The attached application may be obtained in electronic format. If you would like a copy of the application form emailed to you, please visit the City's website at [www.ci.healdsburg.ca.us](http://www.ci.healdsburg.ca.us) or request one at [rallan@ci.healdsburg.ca.us](mailto:rallan@ci.healdsburg.ca.us) Answer all questions thoroughly in the space provided. Do not attach or refer to other pages except as indicated.

Please submit one (1) completed proposal and include the following:

- \* The application form attached;
- \* A copy of your IRS 501(c)(3) tax exemption letter or certificate;
- \* The current operating budget of your organization;
- \* A list of your board of directors or appropriate principals with their affiliations;
- \* A recent audited financial statement, if available; and
- \* Letters of support or other background material you feel is relevant to your proposal. (Please do not submit more than three (3) pages of support materials).

**NOTE: If any of the above is not applicable, please explain below and include this page in your application.**

Submit one copy of your completed proposal to:

Raina Allan  
Healdsburg City Hall  
401 Grove Street  
Healdsburg, CA 95448

Completed application materials are due in the City Manager's Office by **5:00 p.m. on Friday, January 12, 2018**. *We reserve the right not to process applications found to be late and/or incomplete as of the application deadline.*

**CITY OF HEALDSBURG**

Community Benefit Grant Application Program 2018

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Executive Director: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Project Title: \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Amount Requested: \$ \_\_\_\_\_

Briefly state the mission or purpose of your organization: \_\_\_\_\_ Year founded: \_\_\_\_\_

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1. Briefly describe the project for which you are requesting funds.
  
  
  
  
  
  
  
  
  
  
  2. For what specific purpose(s) will you use these funds, e.g., equipment, building materials, software, etc.?
  
  
  
  
  
  
  
  
  
  
  3. Please describe how your project relates to the City's Strategic Plan Initiatives and fulfills the City Council Goals.

4. What specific need or opportunity directly benefiting Healdsburg residents does your project address?
  
5. What specific *results* do you hope to achieve? (i.e., state how many will be served, what will change.)
  
6. How does your project complement, differ from, or otherwise relate to other such efforts in the community?
  
7. Describe your organization's capacity to conduct this program or project and list your recent accomplishments.
  
8. Describe your work plan **and** timeline (schedule) for the project. Please be specific.
  - a. (Example: February 2018 . . . Purchase materials, etc.)

9. Give a detailed budget for your project. Indicate your budget expenditures and specify just how the specific funds would be used. (Example: \$576.00 . . . Art Supplies)
  
  
  
  
  
  
  
  
  
  
  
  
  
  
10. Please indicate any collaboration that will take place on this project. Include other sources of funding, staffing, in-kind contribution, and/or joint participation by other agencies. Please be specific.
  
  
  
  
  
  
  
  
  
  
  
  
  
  
11. How do you propose to publicize and involve the community in the project?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
12. How will you evaluate the success of your project? What reporting mechanism will you use to communicate your progress to the Council and the community?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
13. Please describe the sustainability of your project and/or its on-going positive effects.