

DATE: May 10, 2007

TO: Honorable Chair and Parks and Recreation Commissioners

FROM: Parks & Recreation Department

SUBJECT: **RECOMMENDATION OF THE COCA-COLA “OPPORTUNITIES FOR YOUTH” GRANT FY 2007-2008 AWARDS**

SYNOPSIS

Consideration and approval of staff recommendations of the Coca-Cola “Opportunities For Youth” grant funding cycle 2007-2008, totaling \$10,460 as stated in Attachment 1 and Parks and Recreation Commission Recommendation for City Council Consideration.

BACKGROUND

On January 17, 2001, the City of Oceanside entered into a ten-year property use agreement with Coca-Cola Enterprises, Inc. for placement of vending equipment on City-owned property at various locations with exclusive rights to sell its beverage products. The revenues generated by the agreement were earmarked for youth programs offered by the City of Oceanside as well as youth-oriented programs offered through community-based organizations that serve Oceanside youth.

On December 12, 2001, the City Council allocated the Coca-Cola funds to the Parks & Recreation Department, and further authorized annual expenditures in the categories of Parks and Recreation Commission mini-grants to nonprofit agencies for community youth programs, Youth Commission mini-grants to youth-driven projects, youth leadership development, the City of Oceanside youth scholarship program, and support to youth and teen programs.

The Parks and Recreation Commission and the Youth Commission grant programs were titled “Opportunities for Youth” and “For Youth By Youth”, respectively.

Following “Best Practices Management Approach”, the request for proposals and grant guidelines were developed and approved by both the Parks and Recreation Commission and the Youth Commission in January 2002. During the month of February 2007 the request for proposal packets were made available on the Oceanside website and at the Parks and Recreation Administrative offices. Staff recommendations made for funding allocations has been determined based on eligibility requirements specified in the grant guidelines, with priority going toward one-time projects, non-

personnel/administration expenses, non-capital expenses, and proposals not exceeding 60 percent of total project expenses. Other priorities include projects that directly benefit youth, close a gap in service, address a prominent youth issue and serve at-risk youth. Attachment 1 summarizes the staff recommendations to the Parks and Recreation Commission for awards of Coca-Cola Funds FY 2007-2008.

ANALYSIS

The FY 2007-2008 revenue generated by the Coca Cola agreement and allocated for the "Opportunities For Youth" mini-grant is approximately \$10,000. The amount requested by the organizations in the "Opportunities For Youth" grant program was \$29,000. After analysis of each application, staff chose to allocate \$10,460. This allocation exceeds the original dollar amount but was necessary to fund all programs that met the requirements for funding.

FISCAL IMPACT

The recommended funding for FY 2007-2008 in the amount of \$10,460 is entirely subsidized by revenues generated from the City's agreement with Coca-Cola Enterprises, Inc., and within the City Council's allocation for youth mini-grants. The City's General Fund is not impacted.

INSURANCE REQUIREMENTS

All agencies shall maintain liability insurance at a minimum limit of \$1,000,000. All agencies shall provide evidence of compliance with the insurance requirement and will be providing a Certificate of Insurance showing the City of Oceanside as additionally insured.

RECOMMENDATION

Staff recommends that the Parks and Recreation Commission approve staff recommendations of funding of the FY 2007-2008 "Opportunities For Youth" Grant Program and recommend City Council approval.

PREPARED BY:

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Attachment 1: FY 07-08 Coca Cola Youth Grant Recommendations

