

# City Council Special Meeting Agenda



**MARCH 17, 2015**

**6:00 p.m.**

**City of Turlock Yosemite Room**

**156 S. Broadway, Turlock, California**

**Mayor  
Gary Soiseth**

**City Manager  
Roy W. Wasden  
City Clerk  
Kellie E. Weaver  
City Attorney  
Phaedra A. Norton**

**Council Members**

**William DeHart, Jr.      Steven Nascimento  
Matthew Jacob          Amy Bublak  
Vice Mayor**

**SPEAKER CARDS:** To accommodate those wishing to address the Council and allow for staff follow-up, speaker cards are available for any agenda item or any other topic delivered under Public Comment. Please fill out and provide the Comment Card to the City Clerk or Police Officer.

**NOTICE REGARDING NON-ENGLISH SPEAKERS:** The Turlock City Council meetings are conducted in English and translation to other languages is not provided. Please make arrangements for an interpreter if necessary.

**EQUAL ACCESS POLICY:** If you have a disability which affects your access to public facilities or services, please contact the City Clerk's Office at (209) 668-5540. The City is committed to taking all reasonable measures to provide access to its facilities and services. Please allow sufficient time for the City to process and respond to your request.

**NOTICE:** Pursuant to California Government Code Section 54954.3, any member of the public may directly address the City Council on any item appearing on the agenda, including Consent Calendar and Public Hearing items, before or during the City Council's consideration of the item.

**AGENDA PACKETS:** Prior to the City Council meeting, a complete Agenda Packet is available for review on the City's website at [www.cityofturlock.org](http://www.cityofturlock.org) and in the City Clerk's Office at 156 S. Broadway, Suite 230, Turlock, during normal business hours. Materials related to an item on this Agenda submitted to the Council after distribution of the Agenda Packet are also available for public inspection in the City Clerk's Office. Such documents may be available on the City's website subject to staff's ability to post the documents before the meeting.

- 1. CALL TO ORDER**
- 2. PUBLIC PARTICIPATION – LIMITED TO ITEMS DESCRIBED IN THE NOTICE FOR THIS MEETING**

This is the time set aside for citizens to address the City Council concerning any item that has been described in the notice for the meeting (including Consent items) before or during consideration of that item. You will be allowed five (5) minutes for your comments. If you wish to speak regarding an item on the agenda, you may be asked to defer your remarks until the Council addresses the matter.
- 3. DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS:**
- 4. SCHEDULED MATTERS:**
  - A. Request to appropriate \$45,000 to account number 120-10-120.47315 "Community Grants Program" from Fund 120 "Tourism" reserve balance for the purpose of awarding community grants in Fiscal Year 2014/15 and approve the requests for CVB Community Grants Program funding for the CSU Stanislaus Softball Tournament and the Turlock Lake Road Race in March of 2015. (*VanGuilder*)

***Recommended Action:***

***Resolution:*** Appropriating \$45,000 to account number 120-10-120.47315 "Community Grants Program" from Fund 120 "Tourism" reserve balance for the purpose of awarding community grants in Fiscal Year 2014/15

***Resolution:*** Approving the requests for CVB Community Grants Program funding for the CSU Stanislaus Softball Tournament and the Turlock Lake Road Race in March of 2015

**5. ADJOURNMENT**

The foregoing meeting is hereby called by Mayor Gary Soiseth at the above mentioned date and time pursuant to California Government Code §54956.

  
\_\_\_\_\_  
GARY SOISETH, Mayor



## Council Synopsis

March 17, 2015

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From: Allison Van Guilder, Parks, Recreation & Public Facilities, Director  
Prepared by: Erik Schulze, Parks, Recreation & Public Facilities Superintendent  
Agendized by: Roy Wasden, City Manager

### 1. ACTION RECOMMENDED:

Resolution: Appropriating \$45,000 to account number 120-10-120.47315 "Community Grants Program" from Fund 120 "Tourism" reserve balance for the purpose of awarding community grants in Fiscal Year 2014/15

Resolution: Approving the requests for CVB Community Grants Program funding for the CSU Stanislaus Softball Tournament and the Turlock Lake Road Race in March of 2015

### 2. DISCUSSION OF ISSUE:

As a result of the Turlock Chamber's intent to withdraw from the agreement to provide Convention and Visitors Bureau services, the City needed to determine how the community funding program would be executed. This program provides community agencies with funding to promote Turlock and encourage tourism through a variety of community events. Examples of past events funded include the Fourth of July Fireworks Display, the annual Downtown Christmas Parade, NCAA events at CSU Stanislaus and the Stanislaus County Fair. This important funding allows community organizations a means to offset their event costs or as seed money to get a new event up and running.

On March 10, 2015, City Council took action to have the Parks, Arts and Recreation Commission handle the review of applications, hear the agency presentations and make a recommendation to Council on which agencies will be awarded the funds.

Due to time constraints, Council will be handling the funding evaluation and award process for two (2) events scheduled in late March. The first is for the CSU Stanislaus Softball Tournament on March 27-29, 2015, in the amount of \$5,000. The second is for the Turlock Lake Road Race on March 28, 2015, being coordinated by the Ciclistas del Valle Cycling Club, Inc., in the amount of \$1,000. More information regarding these events and their impact on CVB related goals can be found in the funding request applications attached as Exhibit "A". A

scoring sheet has also been included to assist Council with their review of each event.

**3. BASIS FOR RECOMMENDATION:**

**Strategic Plan Initiative B. FISCAL RESPONSIBILITY**

**Goal(s): (c).** Ensure the most efficient use of resources and maximize value within department budgets and develop value-added partnerships with public and private agencies, industry, and educational institutions, such as California State University Stanislaus.

**Strategic Plan Initiative: H. COMMUNITY PROGRAMS, FACILITIES AND INFRASTRUCTURE:**

**Goal(s): b (iv).** Develop ongoing community partnerships, collaborations and sponsorships which will result in enhanced programming and services to the community as well as leveraging City resources.

**4. FISCAL IMPACT / BUDGET AMENDMENT:**

**Fiscal Impact: \$45,000**

Funding appropriated in Fiscal Year 2014/15 to account number 120-10-120.47315 "Community Grants Program" from Fund 120 "Tourism" reserve balance will be used for funding requests occurring between March 2015 and July 2015. All remaining funding requests will be considered under the Fiscal Year 2015/16 budget. Staff intends to request \$80,000 for the full program year.

**5. CITY MANAGER'S COMMENTS:**

Recommend approval.

**6. ENVIRONMENTAL DETERMINATION:**

N/A

**7. ALTERNATIVES:**

- A. Council may choose not to approve one or more of the individual funding requests.
- B. Council may choose to decrease or increase the amount of funding being requested however program funds are limited and significant increases could impact the ability to fund other worthy events.



THE HEART OF CALIFORNIA'S VALLEY

Office Use only
Date Application Received

APPLICATION FOR COMMUNITY ACTIVITIES FUNDING
TURLOCK CONVENTION & VISITORS BUREAU

The Turlock Convention & Visitors Bureau is responsible, through marketing efforts, to bring visitors into the Turlock area, thereby enhancing the local economy.

The Turlock Convention & Visitors Bureau is pleased to contribute Community Activities Funding to those organizations that can demonstrate a return on investment that supports economic development and visibility for City of Turlock. To help us better serve the community we ask that you complete an event follow-up survey within 60 days after your event has taken place. The follow-up survey will help us to determine whether or not you will receive future funding if requested. All applications must be completed as described. Incomplete applications may result in funding being denied.

Please submit a copy of your completed application. (Typed or printed neatly)

Name of Event: Tournament of Champions

Sponsoring Organization: Cal State Stanislaus

Funds Requested from CVB \$ 5,000

Date(s) of Event: March 27-29

Location of Event: Redce H. Park

Description of Event (please attach additional pages if necessary): Largest Division II

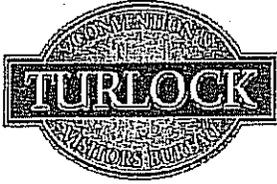
3 Day Softball tournament on West Coast

Contact Person: Mike Matoso

Mailing Address: 1 University Circle, Turlock CA 95382

Telephone: 619-921-7596 Fax:

Email: MMatoso@csustan.edu Event Website: warriorathletics.com



THE HEART OF CALIFORNIA'S VALLEY

How long has the event been held in Turlock?: 10 + years

How has the event grown since its inception?: Event continues to draw

20-24 teams on annual basis

**Economic Impact**

Expected Total Attendance:

7000

**This Figure is:**

Estimated  Actual

Admission/Gate fee?

\$ 5

Estimated  Actual

Number of Out-of-Town Attendees:

1000-2000

Estimated  Actual

(50 miles away or farther)

Number of Rooms Booked:

2500

Estimated  Actual

Number of Nights Booked:

4

Estimated  Actual

Has the CVB previously funded this event?

Yes  No

Direct Economic Impact:

(Based on \$70/person/day visitor)

\$ 105000

Direct Economic Impact:

(Based on \$150/person/overnight visitor)

\$ 450000

Total Event Budget: (Please attach copy)

\$ 24,122

Estimated  Actual

Total Amount of Funding Requested From CVB:

\$ 5000

How do you measure the above actual or estimated statistics?

Can Provide Full Budget

(Please provide any available documentation to support these statistics.)

**Advertising (Print, Radio, TV, Internet, Special Promotion)**

What is your advertising budget? \$ 500

What is your advertising plan (When and where will you advertise?) Website &

Signage at event

Does your event have a dedicated web site?  Yes  No URL www.warriorsathletics.com

How do you market your web site to drive traffic? will be directed to all 24 teams/universities



THE HEART OF CALIFORNIA'S VALLEY

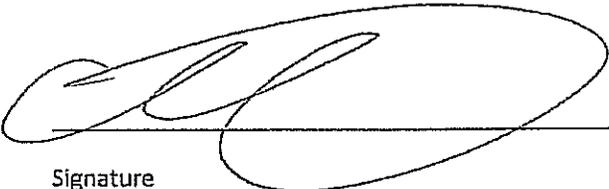
What type of promotional material will you produce for this event? (Check all that apply)

- Poster
- Flyer/Brochure
- Invitations
- T-Shirt
- Other: out field sign
- Other: game day program

Please describe how your event benefits the community?: Brings over 1000 visitors to town for 3 days. Fills hotels & restaurants

Please describe the sponsorship benefits that your organization will provide to the Turlock Convention & Visitors Bureau. (Check all that apply)

- Logo with link to CVB web site on event web site (required)
- Logo with promotional material (required or provide adequate substitute) (Game Day)
- CVB Banner(s) displayed at event (required) – how many? 1 - Entrance Progr
- Complimentary ad in event program – what size? \_\_\_\_\_ Color or B&W?
- Complimentary event tickets – discount % 100 - just call MR
- Recognition at reception or banquet – please describe: \_\_\_\_\_
- Speaking opportunity for CVB representative
- Recognition in event newsletter – how many? \_\_\_\_\_
- Recognition in press release(s) – how many? \_\_\_\_\_

  
Signature

11/5/15  
Date

Incomplete applications will not be accepted. Applications will be reviewed at the CVB Grant Committee meeting in January. All funds will be allocated for the entire year at that meeting. It is highly recommended that you submit your application by December. Please check the box below if you would like to schedule a presentation. If you would also like to make a presentation, this request must be made a minimum of one week prior to The CVB Grant Committee meeting. Contact the Turlock CVB if you have any questions: 209-632-2221.

Yes, please schedule me for a presentation

Expected Attendance Location				Proposed	Actual
Pedretti Park					
<b>Revenue</b>					
Sponsors				\$ 5,000.00	
Fri Gate				\$ 10,471.00	
Sat Gate				\$ 4,048.00	
Sun Gate				\$ 1,945.00	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
Entry fees	650	\$	23.00	\$	14,950.00
Programs	200	\$	1.00	\$	367.00
<b>Total Revenue</b>				<b>\$ 17,731.00</b>	
<b>Expenses</b>					
<b>Advertising</b>					
Tourney Director		\$		\$	300.00
Posters		\$		\$	100.00
Programs		\$		\$	350.00
Umpires		\$		\$	14,880.00
Umpire in Chief		\$		\$	100.00
Tickets		\$		\$	200.00
<b>Total Expenses</b>				<b>\$ 15,930.00</b>	
<b>Services</b>					
Location		\$		\$	5,392.00
Bank Fees					
Rental Vehicle		\$		\$	500.00
Misc		\$		\$	500.00
<b>Total Services</b>				<b>\$ 6,392.00</b>	
<b>Supplies</b>					
trophies		\$		\$	600.00
Balls		\$		\$	1,000.00
Food		\$		\$	500.00
<b>Total Supplies</b>				<b>\$ 2,100.00</b>	
<b>Total Expenses</b>				<b>\$ 18,022.00</b>	
<b>Expected Attendance Location</b>					
Pedretti Park				Proposed	Actual



CAL STATE STANISLAUS

## WARRIORSOFTBALL

### 2015 April Tourney Projected Costs

24 Teams      76 Games

18 dozen softballs	\$1300
Pedretti and Pittman Field usage	\$4,000
Umpires	\$14,000
Assignor fee	\$300
Trophies	\$350
Programs	\$500
Printing Misc	\$500
Tournament Director	\$300
Student/Worker expenses (possible)	\$500
<b>Total:</b>	<b>\$21,250</b>



City of Turlock Community Activities Grant  
Application Scoring Sheet - FY 2015-2016

Application Number

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Organization: **CSU Stanislaus**

Project: **Softball Tournament March 27-29, 2015**

Requested \$: 5,000.00

Points: Circle the appropriate number of points

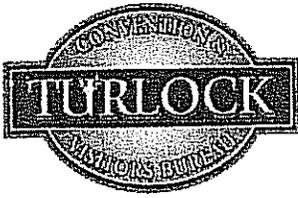
<b>Example Question:</b> Does the organization provide services?	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points	
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9

<b>1. Meeting the Goals of the Community Activities Grant Program</b>	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points		
a. Does the application meet goals of the Community Activities Grant program?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10
b. Does the event demonstrate a return on investment that supports economic development & tourism?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
c. Does the program increase the visibility for the City of Turlock?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
<b>2. Clear Description of Project</b>	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points		
a. Does the event show clear measurable accomplishments?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10
b. Does the organization have a clear marketing plan?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
<b>3. Clear and Measurable Accomplishments</b>	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points		
a. How many years has the event been held in Turlock?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10
b. How has the event grown since its inception?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
<b>4. Leveraging of Funds</b>	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points		
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10
b. Is the budget clear and detailed?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
<b>5. Management Capability of Organization</b>	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points		
a. Is the event serving a reasonable number of people?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10
b. Is there a clearly defined process for counting event participants?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
d. Does the organization appear capable of managing the proposed event?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
<b>6. Costs</b>	<b>Do Not Agree</b>										<b>Strongly Agree</b>										Points		
a. Do the budget line item expenses appear reasonable to perform this event?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10
c. Are funds primarily used for direct service expenses?	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	

Total Points (Maximum 140)

<b>140-125</b>	<i>Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.</i>
<b>124-100</b>	<i>Event has the potential to positively impact the community but may be lacking in some areas.</i>
<b>Below 99</b>	<i>Event does not align with the goals of the Community Grants Program.</i>

Recommend for Full Funding? Yes \_\_\_\_ or No \_\_\_\_  
Modified Amount: \$ \_\_\_\_\_



THE HEART OF CALIFORNIA'S VALLEY

Office Use only  
Date Application Received

APPLICATION FOR COMMUNITY ACTIVITIES FUNDING  
TURLOCK CONVENTION & VISITORS BUREAU

*The Turlock Convention & Visitors Bureau is responsible, through marketing efforts, to bring visitors into the Turlock area, thereby enhancing the local economy.*

The Turlock Convention & Visitors Bureau is pleased to contribute Community Activities Funding to those organizations that can demonstrate a return on investment that supports economic development and visibility for City of Turlock. To help us better serve the community we ask that you complete an event follow-up survey within 60 days after your event has taken place. The follow-up survey will help us to determine whether or not you will receive future funding if requested. All applications must be completed as described. Incomplete applications may result in funding being denied.

Please submit a copy of your completed application. (Typed or printed neatly)

Name of Event: Turlock Lake Road Race

Sponsoring Organization: Ciclistas del Valle Cycling Club, Inc.

Funds Requested from CVB \$ 1000.00

Date(s) of Event: March 28, 2015

Location of Event: Turlock Lake State Recreation Area

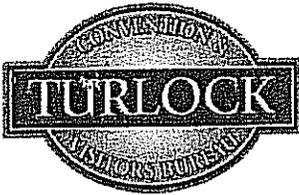
Description of Event (please attach additional pages if necessary): Bicycle race on county roads surrounding the lake. Flyer from the previous event is attached.

Contact Person: John Gerling

Mailing Address: PO Box 744, Modesto, CA 95353

Telephone: 209-602-9478 Fax: 209-527-5385

Email: jgerling@2450mhz.com Event Website: www.ciclistasdelvalle.org



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How long has the event been held in Turlock?: The past four years.

How has the event grown since its inception?: The first year had the largest attendance. The second year was roughly half due to other races held the same day, but the event has grown roughly 50% each year since then. We are expecting similar growth again this year.

**Economic Impact**

Expected Total Attendance: 500-600

Admission/Gate fee? \$ 35.00

Number of Out-of-Town Attendees: 400-500  
*(50 miles away or farther)*

Number of Rooms Booked: 20-30

Number of Nights Booked: 20-30

Has the CVB previously funded this event?  Yes  No

Direct Economic Impact:  
*(Based on \$70/person/day visitor)* \$7000-8000

Direct Economic Impact:  
*(Based on \$150/person/overnight visitor)* \$ 3000-4500

Total Event Budget: (Please attach copy) \$ 20K

Total Amount of Funding Requested From CVB: \$ 1000

**This Figure is:**

Estimated  Actual

How do you measure the above actual or estimated statistics?

Estimates based on attendee data from previous events.  
*(Please provide any available documentation to support these statistics.)*

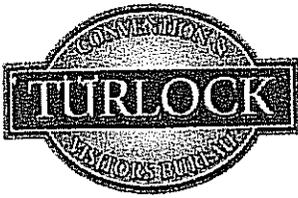
**Advertising (Print, Radio, TV, Internet, Special Promotion)**

What is your advertising budget? \$ 1500

What is your advertising plan (When and where will you advertise?) Club website, racing association website, flyers (attached), t-shirts (attached)

Does your event have a dedicated web site?  Yes  No URL www.ciclistasdelvalle.org

How do you market your web site to drive traffic? Various social media (Facebook, twitter, etc.) and links from racing association website which is viewed by racers throughout the NorCal and Nevada region.



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What type of promotional material will you produce for this event? (Check all that apply)

- Poster
Flyer/Brochure
Invitations
T-Shirt
Other:
Other:

Please describe how your event benefits the community?: Economic benefit by bringing hundreds of people from out of town into Turlock. Promo materials will include links to local hotels and restaurants. Event is a sports activity with many local participants and spectators.

Please describe the sponsorship benefits that your organization will provide to the Turlock Convention & Visitors Bureau. (Check all that apply)

- Logo with link to CVB web site on event web site (required)
Logo with promotional material (required or provide adequate substitute)
CVB Banner(s) displayed at event (required) - how many? One
Complimentary ad in event program - what size? n/a Color or B&W?
Complimentary event tickets - discount % Free entry for all spectators
Recognition at reception or banquet - please describe: n/a
Speaking opportunity for CVB representative
Recognition in event newsletter - how many? n/a
Recognition in press release(s) - how many? one

Signature [Handwritten Signature]

Date 1/16/2015

Incomplete applications will not be accepted. Applications will be review the January Advisory Committee's regular meeting. All funds will be allocated for the entire year at that meeting. It is highly recommended that you submit your application by December. Please check the box below if you would like to schedule a presentation. If you would also like to make a presentation, this request must be made a minimum of one week prior to the CVB Advisory Committee meeting. Contact the Turlock CVB if you have any questions: 209-632-2221.

[X] Yes, please schedule me for a presentation



City of Turlock Community Activities Grant  
Application Scoring Sheet - FY 2015-2016

Application Number

--

Organization: **CSU Stanislaus**

Project: **Turlock Lake Road Race**

Requested \$: 1,000.00

Points: Circle the appropriate number of points

<b>Example Question:</b> Does the organization provide services?	<b>Do Not Agree</b>										<b>Strongly Agree</b>											
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9

**1. Meeting the Goals of the Community Activities Grant Program**

	<b>Do Not Agree</b>										<b>Strongly Agree</b>										<b>Points</b>			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10	
a. Does the application meet goals of the Community Activities Grant program?	0	1	2	3	4	5	6	7	8	9	10													
b. Does the event demonstrate a return on investment that supports economic development & tourism?	0	1	2	3	4	5	6	7	8	9	10													
c. Does the program increase the visibility for the City of Turlock?	0	1	2	3	4	5	6	7	8	9	10													

**2. Clear Description of Project**

	<b>Do Not Agree</b>										<b>Strongly Agree</b>										<b>Points</b>			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10	
a. Does the event show clear measurable accomplishments?	0	1	2	3	4	5	6	7	8	9	10													
b. Does the organization have a clear marketing plan?	0	1	2	3	4	5	6	7	8	9	10													

**3. Clear and Measurable Accomplishments**

	<b>Do Not Agree</b>										<b>Strongly Agree</b>										<b>Points</b>			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10	
a. How many years has the event been held in Turlock?	0	1	2	3	4	5	6	7	8	9	10													
b. How has the event grown since its inception?	0	1	2	3	4	5	6	7	8	9	10													

**4. Leveraging of Funds**

	<b>Do Not Agree</b>										<b>Strongly Agree</b>										<b>Points</b>			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10	
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	10													
b. Is the budget clear and detailed?	0	1	2	3	4	5	6	7	8	9	10													

**5. Management Capability of Organization**

	<b>Do Not Agree</b>										<b>Strongly Agree</b>										<b>Points</b>			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10	
a. Is the event serving a reasonable number of people?	0	1	2	3	4	5	6	7	8	9	10													
b. Is there a clearly defined process for counting event participants?	0	1	2	3	4	5	6	7	8	9	10													
d. Does the organization appear capable of managing the proposed event?	0	1	2	3	4	5	6	7	8	9	10													

**6. Costs**

	<b>Do Not Agree</b>										<b>Strongly Agree</b>										<b>Points</b>			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8		9	10	
a. Do the budget line item expenses appear reasonable to perform this event?	0	1	2	3	4	5	6	7	8	9	10													
c. Are funds primarily used for direct service expenses?	0	1	2	3	4	5	6	7	8	9	10													

Total Points 



  
(Maximum 140)

<b>140-125</b>	<i>Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.</i>
<b>124-100</b>	<i>Event has the potential to positively impact the community but may be lacking in some areas.</i>
<b>Below 99</b>	<i>Event does not align with the goals of the Community Grants Program.</i>

Recommend for Full Funding? Yes \_\_\_\_ or No \_\_\_\_  
Modified Amount: \$ \_\_\_\_\_

BEFORE THE CITY COUNCIL OF THE CITY OF TURLOCK

IN THE MATTER OF APPROPRIATING }  
\$45,000 TO ACCOUNT NUMBER }  
120-10-120.47315 "COMMUNITY }  
GRANTS PROGRAM" FROM FUND 120 }  
"TOURISM" RESERVE BALANCE FOR }  
THE PURPOSE OF AWARDING }  
COMMUNITY GRANTS IN FISCAL YEAR }  
2014/15 }

RESOLUTION NO. 2015-

**WHEREAS**, as a result of the Turlock Chamber's intent to withdraw from the agreement to provide Convention and Visitors Bureau services, there was a need for the City of Turlock to determine how the community funding program would be executed; and

**WHEREAS**, the Community Grants Program provides community agencies with funding to promote Turlock and encourage tourism through a variety of community events; and

**WHEREAS**, on March 10, 2015, City Council took action to have the Parks, Arts and Recreation Commission handle the review of applications, hear the agency presentations and make a recommendation to Council on which agencies will be awarded funding through the program, with the exception of certain grant funding requests that were under significant time constraints which were to be considered by the City Council at a Special Meeting on March 17, 2015; and

**WHEREAS**, it is necessary to appropriate funds in order to award the community grants in the current fiscal year; and

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Turlock does hereby appropriate \$45,000 to account number 120-10-120.47315 "Community Grants Program" from Fund 120 "Tourism" reserve balance for the purpose of awarding community grants in Fiscal Year 2014/15.

**PASSED AND ADOPTED** at a special meeting of the City Council of the City of Turlock this 17<sup>th</sup> day of March, 2015, by the following vote:

AYES:  
NOES:  
NOT PARTICIPATING:  
ABSENT:

ATTEST:

\_\_\_\_\_  
Kellie E. Weaver, City Clerk,  
City of Turlock, County of Stanislaus,  
State of California

BEFORE THE CITY COUNCIL OF THE CITY OF TURLOCK

IN THE MATTER OF APPROVING THE }  
REQUESTS FOR CVB COMMUNITY }  
GRANTS PROGRAM FUNDING FOR THE }  
CSU STANISLAUS SOFTBALL }  
TOURNAMENT, AND THE TURLOCK LAKE }  
ROAD RACE IN MARCH 2015 }  
\_\_\_\_\_ }

RESOLUTION NO. 2015-

**WHEREAS**, as a result of the Turlock Chamber's intent to withdraw from the agreement to provide Convention and Visitors Bureau services, there was a need for the City of Turlock to determine how the community funding program would be executed; and

**WHEREAS**, the Community Grants Program provides community agencies with funding to promote Turlock and encourage tourism through a variety of community events ; and

**WHEREAS**, on March 10, 2015, City Council took action to have the Parks, Arts and Recreation Commission handle the review of applications, hear the agency presentations and make a recommendation to Council on which agencies will be awarded funding through the program, with the exception of certain grant funding requests that were under significant time constraints which were to be considered by the City Council at a Special Meeting on March 17, 2015; and

**WHEREAS**, staff has identified two (2) grant funding requests to be considered for funding evaluation and award process as:

1. CSU Stanislaus Softball Tournament on March 27-29, 2015, in the amount of \$5,000.
2. Turlock Lake Road Race on March 28, 2015, being coordinated by the Ciclistas del Valle Cycling Club, Inc., in the amount of \$1,000.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Turlock does hereby approve the requests for CVB Community Grants Program funding for the CSU Stanislaus Softball Tournament and the Turlock Lake Road Race in March of 2015.

**PASSED AND ADOPTED** at a special meeting of the City Council of the City of Turlock this 17<sup>th</sup> day of March, 2015, by the following vote:

AYES:  
NOES:  
NOT PARTICIPATING:  
ABSENT:

ATTEST:

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Kellie E. Weaver, City Clerk,  
City of Turlock, County of Stanislaus,  
State of California