



Council Agenda Correspondence

DATE: December 2, 2025

TO: Mayor and Council

FROM: Greg Hermann, Deputy City Manager
Prepared By: Laura Fiedler, Economic Development & Tourism Manager

VIA: Whitney McDonald, City Manager

SUBJECT: ITEM #5m -- FY 2025-26 CULTURAL ARTS AND COMMUNITY PROMOTIONS GRANT AWARD MODIFICATIONS

Staff received the following question regarding the proposed modifications to the FY 2025-26 Cultural Arts and Community Promotions Grant program. Staff's response shown in italics:

- 1) **Have we given any thought to limiting the amount that could be changed after PCC approval? What would be considered a "significant" change that would have to go back to PCC?**

The recommendation of the Promotional Coordinating Committee (PCC) to Council did not include a threshold of a specific dollar amount or percentage of the grant amount that could be modified after PCC and Council approval in order to provide flexibility in program administration for reasonable requests. Proposed modifications would be evaluated against the current [program specifications](#), which include the following explanation of what is an allowed expense on page 2:

"4. Use of Grant Funding: Grant funding must exclusively be used to fund marketing expenses and advertising expenses directly related to the event or activity.

- a) Acceptable marketing expenses include: graphic design or printing; limited contracted services such as public relations fees, promotional video production expenses, and social media expenses directly relating to the event; expenses relating to enhancements for digital newsletters or email campaigns; and web design services. The applying organization must provide documentation that expenses for these services are directly and exclusively related to the event or activity in which funding is requested.
- b) Acceptable advertising expenses are limited to the actual cost of the paid media placement or advertisement.

- c) Grants are not given for the following expenses: office overhead, payroll, equipment, scholarships or honoraria, general organization operating expenses, supplies, décor, venue rental or fees for: event permits, performers, speakers, presenters, vendors, or event production contractor fees.”

Examples of “significant” deviations that would need to be brought back to the PCC for consideration would be an organization that proposes using grant funds for a different event or an organization that proposes an alternative use of grant funds that is not clearly allowed or excluded based on the program specifications.

The PCC expects to update the FY 2026-27 Cultural Arts and Community Promotions program specifications at their January 14, 2026, meeting. An ad hoc committee of the PCC met in November to review the program specifications, application process, and post-event reporting process in detail and discuss any potential areas for modification for next year’s program. As the PCC has not recommended funding for printing expenses in the past grant cycle in alignment with the City’s sustainability goals, one proposed modification would be to explicitly not allow funding to be used for printed materials or promotional “swag” items.