



Council Agenda Report

From: Paul Sloan, Economic Development Manager

Subject: Review of Hispanic Business Association Funding Request for Fiscal Years 2024-25 and 2025-26

CEQA Determination: The City finds that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Date: April 16, 2024

Facts

1. During the City Council meeting of April 2, 2024, representatives from the Hispanic Business Association (HBA) provided public comment and submitted a funding proposal to the City Council for FY 2024-25 and FY 2025-26.
2. The HBA is requesting a City contribution of \$150,000: \$75,000 for FY 2024-25 and \$75,000 for FY 2025-26.
3. The HBA proposal includes a suite of Spanish language resources and services for the City's Hispanic/Latino business community.
4. Members of the City Council requested HBA representatives return to the City Council to provide additional information on the request.
5. The City has historically provided contributions to the Main Street Association, Paso Robles Wine Country Alliance, and the Paso Robles & Templeton Chamber of Commerce.
6. The City has historically provided these contributions to local stakeholder groups in return for these groups providing distinct marketing, public relations, and economic development-related services that align with City Council priorities.
7. The City has not previously provided a contribution to the HBA.

Options

1. Take no action;
2. Direct staff to include the funding request within the FY 2024-25 and 2025-26 budget and develop a contribution agreement with the Hispanic Business Association for City Council consideration;
3. Direct staff to not include the funding request within the FY 2024-25 and 2025-26 budget; or
4. Provide alternative direction to staff.

Analysis and Conclusions

The City Council utilizes partnerships with community organizations to support activities that align with City Council goals and community priorities. The City has historically provided contributions to the Paso Robles & Templeton Chamber of Commerce, Paso Robles Wine Country Alliance and the Downtown Main Street Association to support marketing, visitor services, and economic development objectives.

This item is to review a proposal from the Hispanic Business Association that is requesting funding support from the City for the first time and proposing to provide a suite of Spanish language resources and services for the City's Hispanic/Latino business community.

City staff is currently developing the budget for Fiscal Years 2024-25 and 2025-26. Should the City Council wish to fund this proposal, staff will need to incorporate the funding into the final budget scheduled for adoption on June 18, 2024. There will likely need to be an offset of a project or initiative to fund this request. A contribution agreement will need to be drafted and returned to the City Council for separate consideration. The City's typical contribution agreement includes payment and performance details, as well as reporting requirements and other relevant terms.

Fiscal Impact

The Hispanic Business Association is requesting a City contribution of \$150,000 over a two year period: \$75,000 for FY 2024-25 and for FY 2025-26. This is the first funding request submitted to the City from the Hispanic Business Association. As such, the appropriation for this contribution has not been previously approved by the City Council.

If approved, the contribution would need to be budgeted and appropriated within the General Fund as part of the Economic Development Division operating budget for Fiscal Year 2024-25 and 2025-26 Adopted Budget. Staff is working to balance the budget for the next two fiscal years based on approved goals and department requests. Should the Council wish to fund this request, staff will reevaluate capacity to ensure this request is funded.

CEQA

The City finds that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Recommendation

Staff recommends reviewing the presentation and providing direction to staff.

Attachments

1. Hispanic Business Association Proposal