

**COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY**

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Purpose

It is the purpose of this policy to establish guidelines and criteria for allocating the appropriations for the Community Enhancement Program.

Background

Prior to the 1979-80 fiscal year, these activities were budgeted in the Department of Parks and Recreation under the Other Recreational and Cultural Program. In 1980-81 and the 1981-82 fiscal years, these activities were budgeted in the CAO-Special Projects. During the 1982-83 fiscal year, the Board established a new separate program designated Community Enhancement and on January 29, 1985, the Board directed that funding for the Community Enhancement Program should come from the County General Fund based on revenue projections forwarded to the Board as part of the proposed Program Budget. The Board made specific allocations during the final Program Budget deliberations process. On June 25, 1996, the Board of Supervisors established 1996-97 as a base year for distribution of County Community Enhancement funds. A category of programs that serve the region, entitled General Regionwide Economic Development and Tourism Promotion, totaling \$450,000 was established. The remaining \$1,850,000 of 1996-97 Community Enhancement funding was allocated among the 5 Supervisorial districts. In future years, each category was to grow or diminish at the rate of collection for that particular year. Beginning with 1998-99, the region-wide allocation was increased to \$700,000. In 2002-03 the district allocations were adjusted to the following: \$50,000 to districts 2 and 5, with the remainder of the funds allocated evenly among the five districts. Beginning with 2003-04, the region-wide allocation category was removed and each district was allocated 20% of the total program amount for purposes of recommending grant awards to community organizations.

Entities and activities currently funded are cultural activities, museums, visitor and convention bureaus, economic development councils, and other similar institutions/organizations, including County programs and projects, which promote and generate tourism and/or economic development within San Diego County.

The following policy will establish the method and criteria for determining the qualified entities for Community Enhancement funds.

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Policy

It is the policy of the Board of Supervisors that:

1. Applicants shall return all paperwork required to be submitted by Board Policy B-58, Board Policy B-72 (Neighborhood Reinvestment Program), or a grant agreement entered into pursuant to these policies in a timely fashion. If an applicant has overdue/past due documentation from either a Neighborhood Reinvestment or Community Enhancement Program grant, an applicant may not apply for additional funding until the applicant has submitted all required documentation for the prior grant.
2. Community Enhancement Program funds shall be allocated to cultural activities, job creation, museums, visitor and convention bureaus, economic development councils, other similar institutions/organizations, including County programs and projects, which promote and generate tourism, economic development and/or a better quality of life both at the regional and community levels throughout San Diego County.
3. The amount of funding from the General Purpose Revenues proposed by the CAO for the Community Enhancement Program shall be the same as the amount of Transient Occupancy Tax (TOT) revenues estimated and proposed to be budgeted; however, the Board has the discretion to allocate a greater or lesser amount of General Purpose Revenues for Community Enhancement.
4. The total amount of funding shall be distributed evenly among the five Supervisorial Districts for purposes of recommending grant awards.
5. The goal of Community Enhancement Program funding shall be to stimulate tourism, promote the economy, create jobs, and/or a better quality of life.
6. Funded organizations must present annual documentation of grant expenditures to the Deputy Chief Administrative Officer/Chief Financial Officer to be reviewed for compliance. This review will ensure that the Community Enhancement Program dollars are being spent in accordance with the proposal presented on the application.
7. The County Board of Supervisors may rescind an award made to an organization if the organization is not in compliance with the requirements of this Policy or a grant agreement entered into with the organization to provide Community Enhancement Program funds.
8. The County's contribution is not to exceed fifty percent (50%) of the recipient's current fiscal year operating budget.
9. Appropriations not spent by the funded organizations will be returned to the County.
10. To be eligible for County funding from the Community Enhancement Program, each organization

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shall:

- a. Hold a legally tax exempt/not for profit status and be located or functioning within the County of San Diego.
 - b. Demonstrate a positive need for County support and show how County funds would be used to address the goals as defined above.
 - c. Use County funding for promotion for tourism or economic development or for services which attract tourists, or for services which create jobs and/or promote a better quality of life.
 - d. Maintain a governing body, or employ an administrator or staff that will be responsible for the expenditure of allocated funds.
 - e. Applicants must submit a completed application to each of the individual Supervisorial offices to which they are applying and notify each office in writing if they have submitted multiple requests, even if the requests are for different activities.
 - f. Demonstrate an effort to increase the amount of non-County support.
 - g. Submit full disclosure financial statements as part of the funding request. Statements must be submitted for the prior fiscal year, the estimated current fiscal year and the proposed fiscal year. They must cover all operating expenditures, capital acquisitions, revenues, and other sources of funding.
 - h. Submit Performance Indicators as part of the funding request. These reports must be submitted for the prior fiscal year, the estimated current fiscal year and the proposed fiscal year and focus on how well the organization is meeting its stated mission. Indicators of efficiency and effectiveness are encouraged as well as information on the number of people served from both distant (out of County) and local areas.
11. There shall be a single standardized Community Enhancement Program application for the Supervisorial offices to provide to applicants.
- a. The standardized application will be made available on the County's web site, and the web sites of each Supervisorial office. The application page shall include a hyperlink at the top of the page that directs the applicant back to the CE grant instruction webpage.
 - b. Each Supervisorial office is required to publicly post on its website that District's priorities that guide funding recommendations and include information about requirements and cite specific examples of activities funded.

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c. Applicant must be prepared for follow-up phone calls or e-mails from the Supervisorial office asking questions, seeking additional information, or requesting a site visit.

12. Grant recommendations shall appear on the public agenda according to legal noticing rules and should not be docketed later than the first docketing deadline set forth in the Board of Supervisors Rules of Procedure. The Board would only consider a grant recommendation that is docketed after that deadline if the individual recommendation satisfies the Rules of Procedures requirements for immediate action.
13. Grants must be approved by the Board of Supervisors in public session. Members of the public may speak in support or opposition to a recommendation prior to the public vote.
14. Board offices shall maintain the applications for a period of not less than three years.
15. Certain standards and characteristics of organizations may be waived so as not to discourage smaller organizations from seeking funding.
16. The County shall have the right to audit each financial record submitted to the Deputy Chief Administrative Officer/Chief Financial Officer.
17. In order to facilitate and expedite the Community Enhancement Program grant administration process, the Board of Supervisors authorizes the Deputy Chief Administrative Officer/Chief Financial Officer to execute amendments and extensions of the Community Enhancement grants which do not materially impact or alter the grant purpose or funding level.

Sunset Date

This policy will be reviewed for continuance by 12-31-2021.

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Board Action

- 07-02-85 (80)
- 06-30-86 (65)
- 06-30-86 (66)
- 07-05-88 (50)
- 06-20-89 (63)
- 08-14-95 (118B)
- 06-25-96 (46BD, 47BD, & 48BD)
- 09-17-96 (47)
- 05-7-2002 (10)
- 06-12-07 (14)
- 12-09-08 (33)
- 10-28-14 (21)
- 11-17-15 (26)
- 10-29-19 (26)

CAO Reference

Deputy Chief Administrative Officer/Chief Financial Officer