

To: Honorable Public Utilities Board

Submitted by: _____/s/_____

Rebecca Irwin
AGM – Customer Resources

From: Rebecca Irwin
AGM – Customer Resources

Approved by: _____/s/_____

Nicolas Procos
General Manager

Subject: Review of Alameda Municipal Power’s Community Sponsorships for Fiscal
Year 2017

RECOMMENDATION

For information only; no action is recommended. The purpose of this report is to inform the Public Utilities Board of the community sponsorships provided by Alameda Municipal Power in fiscal year 2017.

BACKGROUND

As a community-owned utility, Alameda Municipal Power (AMP) endeavors to provide value to enrich the lives of Alameda’s residents and businesses and re-invest in the island. In addition to the utility’s annual transfer to the City’s general fund, AMP also provides sponsorship of community events and programs. These sponsorships provide AMP with another, more public channel to support community programs and issues aligned with its strategic goals and initiatives.

At its April 20, 2015, meeting the Public Utilities Board adopted a community sponsorship policy that called for an annual report to the Board on the sponsorships awarded by AMP.

DISCUSSION

The following organizations received community sponsorship funds from AMP during FY 2017. Per the terms of the policy, each organization submitted their request via a formal application process and AMP received varying degrees of publicity in response.

In total, AMP provided \$35,000 in sponsorship funds.

- *Alameda Chamber of Commerce – State of the City Luncheon.* Funding used to cover event expenses. \$600
- *Alameda Commuters Golf Tournament.* Funding used to support scholarships for Alameda Junior Golf Club. \$250

- *Alameda Council BSA*. Funding used to provide leadership training and adventure for Alameda youth. \$250
- *Alameda Education Foundation*. Funding used to support scholarships. \$400
- *Alameda Food Bank*. Funding used to support provision of monthly emergency food packets to families in need. \$500
- *Alameda Hospital Foundation*. Funding used to enhance patient safety and patient- and family-centered care at Alameda Hospital. \$500
- *Alameda Junior Golf Club*. Funding used to support Junior Golf Club and scholarship program. \$200
- *Alameda Point Collaborative*. Funding used to support beautification projects at APC Children and Youth's Education Center. Alameda Municipal Power staff also provided the labor for these efforts through the utility's annual employee volunteer event during Public Power Week. \$1,500
- *Alameda Running Festival*. Funding used to support event. \$500
- *City of Alameda Earth Day Festival 2017*. Funds used to cover event costs including AMP's booth at the festival. \$8,000
- *Christmas Tree Lane*: Funds used to cover event costs. \$2,500
- *Downtown Alameda Business Association*. Funding used to promote Downtown District and improve pedestrian friendly look of the district. \$8,000
- *Frank Bette Center for the Arts*. Funding used for awards for participating artists in the Plein Air Paintout. \$500
- *Island City Opera*. Funding used to support scholarship opportunities. \$500
- *The Island Jam*. Funding used by the Alameda Chamber of Commerce to promote West Alameda businesses. \$5,000
- *Mayor's 4th of July Parade 2017*. Funds used to cover parade costs. \$5,000
- *Power Up for Learning*. In partnership with the Alameda Education Foundation, AMP provided a \$25 donation for every new sign up during three months in 2016. \$300
- *West End Blues, Brews & BBQ*. Funding used to support youth grants for arts enrichment programs. \$500

FINANCIAL IMPACT

For FY 2018, \$35,000 has been budgeted for community sponsorships.

LINKS TO STRATEGIC PLAN AND METRICS

KRA 1: Goal 1.5: Increase community engagement and good will.

EXHIBIT

- A. Review of AMP's Community Sponsorships in FY 2017 Presentation

Review of AMP's Community Sponsorships in FY 2017

July 17, 2017

Background

- For decades, AMP has provided value to community via:
 - Annual transfer to City’s general fund
 - Community sponsorships
- April 2015 – Board adopted community sponsorship policy
 - Formalized program and application guidelines
 - Called for annual report to the Board

Program Overview

- Community sponsorship policy:
 - Environment, education, economic development, and quality of life
 - Community organizations must be located in City of Alameda
 - Will not support individuals or individual endeavors, political campaigns, religious organizations, organizations that discriminate, grants, or donations of electric service for which a fee is normally charged
- Approval process:
 - AGM-CRD up to \$5,000
 - GM over \$5,000

Program Overview

- Community sponsorship application:
 - Downloadable from AMP's website
 - What is the purpose of your event?
 - What is the purpose of your organization?
 - Who is your audience and how many have attended in the past? If a new event, what's the expected attendance?
 - What other organizations are you seeking funding from?
 - Has AMP supported the organization/event in the past?
 - Provide a detailed list of all benefits and exposure AMP will receive (e.g. print ads, inserts, banners, etc.)
 - Provide a timeline for the promotion of your event
 - How, specifically, will these funds be used?
 - Provide at least two local references for your organization/event

FY 2017 Community Sponsorships

- AMP provided \$35,000 to support community events and programs in FY 2017:

Alameda Chamber of Commerce, State of the City Luncheon	Alameda Junior Golf Club	Frank Bette Center for the Arts
Alameda Commuters Golf Tournament	Alameda Point Collaborative	Island City Opera
Alameda Council BSA	Alameda Running Festival	The Island Jam
Alameda Education Foundation	City of Alameda Earth Day Festival	Mayor's 4 th of July Parade
Alameda Food Bank	Christmas Tree Lane	Power Up for Learning
Alameda Hospital Foundation	Downtown Alameda Business Association	West End Blues, Brews & BBQ

Questions?

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