

To: Honorable Public Utilities Board

Submitted by:           / S /            
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Approved by:           / S /            
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Subject: Review of Alameda Municipal Power’s Community Sponsorships for Fiscal  
Year 2018

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### 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 (FY) 2018.

### 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 2018. 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 \$34,975 in sponsorship funds.

- *Alameda Chamber of Commerce – State of the City Luncheon.* Funding used to cover event expenses. \$600.
- *Alameda Council BSA.* Funding used to sponsor the Energy Merit Badge for scouts learning about energy conservation and careers in energy. \$750.

- *Alameda International Film Festival*. Funding used to offset costs for Alameda families unable to afford tickets to attend. \$125.
- *Alameda Junior Golf Club*. Funding used to support Junior Golf Club and scholarship program. \$200.
- *Alameda Meals on Wheels*. Funds used to support Annual Community Faire and costs of providing meals to seniors and those in need. \$500.
- *Alameda Point Collaborative (APC)*. APC received a donation of a solar PV system and AMP's funding was used to offset the costs of the Eligible Renewable Generator (ERG) application fees during interconnection of the system. \$500.
- *Alameda Running Festival*. Funding used to support event and Alameda Meals on Wheels and Alameda Education Foundation. \$750.
- *Alameda Summer Art Fair*. Funds used to promote local artists in Alameda and support a vibrant and creative community. \$500.
- *Benevolent & Protective Order of Elks*. Funds used to cover event costs of 150<sup>th</sup> anniversary gala. \$250.
- *Bike Walk Alameda*. Funds used to organize the city of Alameda's participation in Bike to Work Day. \$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.
- *Clay C-Bone Harding Skateboard Tournament*: Funds used for skate park and associated lighting improvements. \$1,000.
- *Downtown Alameda Business Association's Annual Spring Festival and Annual Art & Wine Faire*. Funding used to promote Downtown District as family-friendly, clean, green and safe. \$6,000.
- *Frank Bette Center for the Arts*. Funding used for a lecture and public demonstration of plein air painting by a distinguished painter. \$500.
- *Island City Opera*. Funding used to support the organization's production costs for the season. \$500.
- *The Island Jam*. Funding used by the Alameda Chamber of Commerce to promote West Alameda businesses. \$5,000.
- *Little Ice Rink @ South Shore Center*. Funding used to support costs of rink and free skating for children who could otherwise not afford to skate. \$2,500.
- *Mayor's 4<sup>th</sup> of July Parade 2017*. Funds used to cover parade costs. \$1,800.
- *Rhythmix 10<sup>th</sup> Anniversary Gala Celebration*. Funding used to support free youth arts programming at Rhythmix Cultural Works. \$1,500.
- *West End Blues, Brews & BBQ*. Funding used to support youth grants for arts enrichment programs. \$1,000.

### FINANCIAL IMPACT

For FY 2019, \$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

None.