

ISI

To: Honorable Public Utilities Board

Submitted by: _____

Rebecca Irwin

AGM – Customer Resources

From: Rebecca Irwin
AGM – Customer Resources

Approved by: _____

ISI

Nicolas Procos
General Manager

Subject: Review of Alameda Municipal Power’s Community Sponsorships for Fiscal
Year 2020

RECOMMENDATION

For information only. The purpose of this report is to inform the Public Utilities Board of the community sponsorships provided by Alameda Municipal Power in fiscal year 2020.

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 sponsors 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 (Board) adopted a community sponsorship policy that called for an annual report to the Board on the sponsorships awarded by AMP.

At its November 19, 2019, meeting the Board reviewed its original policy and requested that more information be added to the utility’s annual community sponsorship report, including a listing of those organizations that AMP declined to sponsor as well as any instances where AMP reduced the amount of funding from what was originally requested.

DISCUSSION

Nineteen organizations received community sponsorship funds from AMP during fiscal year (FY) 2020. 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 \$32,000 in sponsorship funds in FY 2020. While the utility had budgeted \$35,000 for sponsorships, applications came to an abrupt halt in March 2020 as a result of the COVID-19 pandemic. Two organizations returned their sponsorship funds after

their events were canceled, reducing the amount of sponsorships provided by AMP in FY 2020 to \$23,800.

Table 1 shows the organizations that were awarded community sponsorship funds and how the funds were used.

Table 1: Community Sponsorships Awarded in FY 20

Organization	Funding Level	Use of Funds
<i>Alameda Architectural Preservation Society</i>	\$1,000	Sponsorship of the 2019 Alameda Legacy Home Tour
<i>Alameda Chamber of Commerce</i>	\$650	Sponsorship of the 2020 City Manager's Report Luncheon
<i>Alameda Chamber of Commerce</i>	\$750	Sponsorship of the 2019 State of the City Luncheon
<i>Alameda Council Boy Scouts of America</i>	\$250	Sponsorship of 2019 golf tournament benefiting youth of Alameda
<i>Alameda Fourth of July Foundation</i>	\$5,000	Sponsorship of 2019 Mayor's Fourth of July parade
<i>Alameda Junior Golf Club*</i>	\$200	Sponsorship of 2019 Jack Clark Memorial Golf Tournament
<i>Alameda Running Festival</i>	\$750	Sponsorship of 2019 race to support Alameda Meals on Wheels and Alameda Education Foundation
<i>Alameda Summer Art Fair</i>	\$750	Sponsorship of 2019 art fair to promote local artists in Alameda and support a vibrant and creative community
<i>American Cancer Society</i>	\$500	Sponsorship of 2020 Relay for Life of Alameda
<i>Anchor Alameda</i>	\$150	Sponsorship of 2019 Van Gogh Find Yourself interactive art event
<i>Bike Walk Alameda</i>	\$500	Sponsorship of the city of Alameda's 2020 participation in Bike to Work Day
<i>City of Alameda**</i>	\$8,000	Sponsorship of city's 2020 Earth Day Festival
<i>Christmas Tree Lane</i>	\$2,500	Sponsorship of 2019 holiday decoration event
<i>Downtown Alameda Business Association</i>	\$6,000	Sponsorship of the 2019 Art & Wine Faire and the 2020 Spring Festival
<i>Frank Bette Center for the Arts.</i>	\$1,000	Sponsorship of 2019 lecture and demonstration of plein air painting by a distinguished painter.
<i>Friends of the Alameda Animal Shelter</i>	\$1,000	Sponsorship of the 2019 After the Ball event
<i>Rhythmix Cultural Works</i>	\$1,000	Sponsorship of 2019 Pour Your Heart Out benefit for youth arts
<i>West End Arts District</i>	\$1,000	Sponsorship of 2019 West End Blues, Brews & BBQ event and Magical Market
<i>100K Trees for Humanity</i>	\$1,000	Sponsorship of inaugural tree planting of 10,000 trees in Alameda in 2020

*The Alameda Junior Golf Club returned their sponsorship funds due to the cancellation of the golf tournament.

**City of Alameda returned their sponsorship funds due to the cancellation of the Earth Day festival.

Several of the organizations awarded sponsorships from AMP had originally requested a higher level of funding in their application. The utility's budget for sponsorships precludes it from being able to sponsor all organizations at the level requested. Those organizations that requested higher funding are:

- Alameda Architectural Preservation Society requested \$3,000 for the Legacy Home Tour (awarded \$1,000).
- The Alameda Chamber of Commerce requested \$1,500 for the State of the City luncheon (awarded \$750).
- The Alameda Run Festival requested \$1,500 (awarded \$750).
- The American Cancer Society requested \$1,500 for its Relay for Life (received \$500)
- Bike Walk Alameda requested \$1,500 (awarded \$500).
- Rhythmix Cultural Works requested \$2,500 for its youth benefit (awarded \$1,000).
- The West End Arts District requested \$1,500 for the Blues Brews & BBQ festival (awarded \$1,000).
- 100K Trees for Humanity requested \$15,000 (awarded \$1,000).

AMP declined one application in FY 2020. The Marine Science Institute in Redwood City requested \$3,000 for an education program serving northern Californian pre-K through college students. The application was denied because AMP's sponsorship policy requires the organization to be a customer of the utility.

FINANCIAL IMPACT

For FY 2021, \$35,000 has been budgeted for community sponsorships.

LINKS TO STRATEGIC PLAN AND METRICS

- Customer Experience, Strategy 3: Maximize opportunities to meet customer needs and improve engagement

EXHIBIT

None.