



City of Watsonville

Social & Community Service Grants Application Instructions

FY 2013-2014 APPLICATION AND FUNDING PROCESS

Fiscal year 2013-2014 is the first year of a two year funding cycle and new agencies and or programs are encouraged to apply for funding.

MISSION

"The City of Watsonville is dedicated to improving the economic vitality, safety & living environment for the culturally rich Watsonville community, by providing leadership for the achievement of community goals & high quality, responsive public service".

APPLICATION INSTRUCTIONS AND ADDENDUM

The Common Application is required to be filled out by all agencies and or programs applying for funding. In addition to the Common Application, the City of Watsonville (City) requires the submission of the following documents at the time of the application:

1. Annual Board Meeting Schedule
2. Fee Schedule (if applicable)
3. Addendum Focus Watsonville form

All required addenda can be found on the [Contract Management Center Website](#).

Additionally, for new applicants the following attachments are required:

- ❖ Most recent fiscal year independent CPA Audit or financial status
- ❖ Organization's Articles of Incorporation
- ❖ IRS Letter on tax-exempt status
- ❖ California Franchise Tax Board Letter on tax-exempt status

NEW APPLICANTS

To have your agency added to the [Contract Management Center](#) (CMC), please visit the CMC website and select "New CMC User" on the top menu. You will be asked to send an email to CMC staff providing the following information:

1. Agency Name as it should appear on your Funding Application
2. To which funders do you plan to submit a funding application? (County of Santa Cruz, United Way/Santa Cruz County, City of Scotts Valley, City of Capitola, City of Watsonville, City of Santa Cruz).
3. Contact Information in case of questions:

- Name
- Phone Number
- Email Address

When your agency has been added to the CMC, you will receive an email with your assigned User ID and Password that will enable you to access the funding application in the CMC. Applications for funding will be submitted via the Contract Management Center.

CITY COUNCIL STRATEGIC GOALS

The City Council’s Strategic Goals are established every two every years based on the community’s needs. These goals provide direction for the next two years and are implemented and prioritized through a variety of programs and initiatives. The goals identified for FY 2011-2013 are:

- ❖ Sustainable Economic Development
- ❖ Safe and Healthy Community
- ❖ City Image
- ❖ Community Resources
 - Educational Attainment

The Council Subcommittee will use the Strategic Goals to help determine which agencies and or programs best align with the goals set by the City Council. These goals are subject to change. The City Council will be discussing new goals in early 2013 for FY 2013-2015.

Sustainable Economic Development-	Safe and Healthy Community	City Image	Community Resources	Educational Attainment
<ul style="list-style-type: none"> •The Watsonville City Council has always emphasized the importance of new job creation and economic development. With special focus on the redevelopment of the downtown, as well as job creation and job training, several projects will further this goal. An important objective is to create development potential for commercial and industrial users that would bring new jobs to the community. The primary project that will further this goal is the implementation of the Manabe/Ow Specific Plan. 	<ul style="list-style-type: none"> •The Watsonville City Council is interested in enhancing and improving the safe environment currently found in Watsonville. In order to achieve this goal, the City is including crime prevention, suppression and law enforcement together with positive activities and alternative approaches, such as the Community Post Incident Team and Contigo programs. 	<ul style="list-style-type: none"> •Potentially a tool for economic development, as well as a vehicle for community pride, the City Council wishes to implement programs and initiatives that will reflect positively on the community’s image. The City has completed several activities, including a downtown mural program, sidewalk cleaning and façade improvement projects. 	<ul style="list-style-type: none"> •The continued improvement of the community’s infrastructure is a high priority. Beyond streets and utilities, infrastructure also includes quality of life projects such as flood protection with an improved levy system, increased forestation, optimal fire prevention and suppression activities, etc. Measures to improve traffic flow are also included under this goal. 	<ul style="list-style-type: none"> •In conjunction with the Pájaro Valley Unified School District, Cabrillo College, UCSC and many other agencies and programs, the City of Watsonville is working toward improved educational attainment and job skill development for the City’s workforce. This workforce is a key component to the sustainability of all economic development efforts, as well as the quality of life for members of the community.

REVIEW PROCESS

The Watsonville City Council Subcommittee on Social and Community Service Grants is responsible for reviewing and recommending funding levels for each grant applicant. The City Council Subcommittee will use the City Council Strategic Goals to help prioritize funding recommendations and determine which agencies and or programs best meet the needs of our diverse community and align with the strategic goals. The recommendations submitted by the City Council Subcommittee are presented before the City Council during budget hearings. The City Council, at its sole discretion, makes the final funding decisions on the Social and Community Service Grants.

FY 2013-14 COMMON APPLICATION DATES

The CMC allows agencies to submit applications to all funders simultaneously and the application dates apply to all funders. The FY 2013-14 application timeline is as follows.

- **CMC Open for Common Application Submission** **January 23, 2013 8:00 a.m.**
- **Common Application Submission Deadline** **March 7, 2013 5:00 p.m.**