



Subject: Review Guidelines for Measure U Programming Grants and provide direction for updates

Meeting Date: May 13, 2025

Written by: Kim Anaclerio, Executive Director

RECCOMENDATION:

Discuss and provide feedback to staff on the current Measure U Programming Grant guidelines expectations, and future desires.

BACKGROUND:

MLR has historically been the recommending body to Town Council for the expenditure of Measure U funds. Measure U Programming Grants fall under this purview. These grants are given out on an annual basis to local organizations providing arts, culture, and recreation programming.

The process that was developed with the passage of Measure U Special Tax in 2010 for programming grants follows a five-year cycle for an organization. A brand-new, never before run, program applies as a special project. Measure U is intended to provide seed money to help the program get off the ground and test the viability. If the special project is successful and the concept is proven, one-year funding is applied for. Assuming that there is another successful year of programming, the organization may apply for a 3-year commitment of funding. Awardees must complete all reports and requirements to remain eligible for funding.

The assumption and intent of this 5-year cycle was that an organization would be able to stand up on its own after the five years of Measure U funding. There is no written guidelines or documentation to put limits on the number of years, and/or consecutive years an organization may apply for Measure U Programming Grants. MLR has periodically adjusted the program guidelines, but in the recent known history (~10 years), there has never been a full review of the program guidelines. As a matter of prudence, the Board and staff of MLR feel it is time to review the Measure U Programming Grant guidelines. Staff will bring back any adjustments or recommendations for another review and/or adoption of the new guidelines.