



Policy No. 85
Date Issued: 11-13-2018
Effective Date: 11-13-2018
Resolution No: 2018-192
Cancellation Date: N/A
Supersedes No. N/A

Council Policy Statement

Category: Carlsbad Flower Fields Fund Grant Program
Specific Subject: Guidelines for the establishment and management of the Flower Fields Fund Grant Program

PURPOSE:

The purpose of this policy is to:

- Establish criteria for the approval of grants from the Flower Fields Fund Grant Program.
- Ensure that the Flower Fields Grant Program provides public benefit for the City of Carlsbad and its residents.
- Authorize the Community & Economic Development Director or designee to administer the grant program and approve grants with existing funds from the city's Flower Fields Fund in an amount not to exceed \$50,000 per year until such time that all funds are depleted from the Flower Fields Fund.

BACKGROUND:

On June 25, 1996 the City Council of the City of Carlsbad approved Resolution 96-231 expressing support for the creation of an independent non-profit Carlsbad Flower Fields Foundation "dedicated to ensuring the long-term production of the Flower Fields." On June 30, 1997 the city entered into an agreement with the California Coastal Conservancy to administer grants supporting floriculture research for the preservation of the Flower Fields at Carlsbad Ranch. For 20 years city staff administered grants to Carlsbad Ranch using the accrued interest from \$935,000 that was placed into a Flower Fields Fund. On June 30, 2017 the agreement between the California State Coastal Conservancy and the City of Carlsbad expired; city staff submitted a final report which was accepted by the Coastal Conservancy and a determination was made by the Coastal Conservancy that the \$935,000 in funds may remain with the city and the city may continue to approve floriculture research grants with no further oversight required from the Coastal Conservancy if it desired to do so .

The city desires to continue to administer a grant program to support the preservation and enhancement of the Carlsbad Flower Fields, and desires to continue the set-aside of \$935,000 and any accrued interest for the purpose of approving floriculture research grants. Because there is no longer an agreement with the California Coastal Conservancy for administration of the grant program, this City Council Policy is required to set forth the policies and grant criteria for the subject grant program.

POLICY:

It is the policy of the City Council of the City of Carlsbad to fund research and development projects related to preserving and/or improving the commercial viability of local flowering crops, and to enhance the public experience in and around the Flower Fields. This policy is an appropriate measure to assist in ensuring the long-term productivity of the Flower Fields and the appropriate use of the \$935,000 and accrued interest set-aside by the City Council for the purpose of floriculture research to preserve and/or enhance the commercial viability of the Carlsbad Flower Fields.

Activities undertaken through this grant program shall demonstrate that they support the City Council's purpose to support floriculture research and more specifically the preservation, enhancement and commercial viability of the Carlsbad Flower Fields. The minimum grant to be provided under this program is \$5,000, and the maximum grant funds to be disbursed per fiscal year shall be \$50,000. An annual report to Council on the grants approved under this program shall be provided at the end of each fiscal year, until such time as all funds (including interest) are depleted.

Once the full amount of \$935,000 and accrued interest has been fully expended, this policy shall automatically expire and the Flower Fields Grant Program will be discontinued, unless the policy is extended by City Council with an additional appropriation of funding.

Grant Criteria and Process:

1. Grant request to be submitted on city provided application form and must be submitted by an authorized agent of the flower fields operations or administrative team.
2. The grant application may be submitted January - March, and the grant request shall be for no less than \$5,000 and no more than \$50,000 per fiscal year (July 1 to June 30).
3. The grant application must demonstrate that the proposed project or program meets the public purpose of preserving, enhancing or ensuring the ongoing commercial viability of the Carlsbad Flower Fields.
4. The application will be reviewed and evaluated by Community & Economic Development (CED) staff, and a recommendation then made to the CED Director or designee for approval. The CED Director or designee has final approval authority of all grants under this program. If the CED Director or designee denies a grant under this program for any reason, the applicant may appeal directly to the City Council.
5. An annual report will be submitted to the City Council on all grants made during the fiscal year from this fund.