

# City of Las Cruces®

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## Council Action and Executive Summary

Item # 4 Ordinance/Resolution# 10-267 Council District:     

For Meeting of May 3, 2010  
(Adoption Date)

**TITLE:** A RESOLUTION AUTHORIZING THE LAS CRUCES MUSEUM OF NATURAL HISTORY —A SUBSIDIARY OF THE PUBLIC SERVICES DEPARTMENT—TO APPLY FOR THE TARGET CORPORATION'S "EARLY CHILDHOOD READING" GRANT IN THE AMOUNT OF \$2,000.00, WITH NO CASH OR IN-KIND MATCH REQUIRED, AND TO RATIFY THE CITY MANAGER'S APPROVAL TO MEET THE GRANT SUBMISSION DEADLINE.

**PURPOSE(S) OF ACTION:** To secure approval to solicit grant funding from the Target Corporation in the amount of \$2,000.00, with no cash or in-kind match required for the Las Cruces Museum of Natural History, and to ratify the city manager's approval for application process.

<b>Name of Drafter:</b> Elizabeth Vega		<b>Department:</b> Finance/GAO		<b>Phone:</b> 575-541-2717	
<b>Department</b>	<b>Signature</b>	<b>Phone</b>	<b>Department</b>	<b>Signature</b>	<b>Phone</b>
Public Services		528-3476	Budget		541-2107
Grants Administration		541-2281	Assistant City Manager		541-2271
Legal		541-2128	City Manager		541-2076

### BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Target Corporation recognizes the importance of reading in the life of children, beginning from a young age. Target is therefore sponsoring grant opportunities for local schools and community organizations to create programs that bring awareness to the importance of reading. The grants are in the amount of \$2000.00 and are to be used for supplies related to an after-school reading program geared towards young children.

The Las Cruces Museum of Natural History is planning to create a program for local children including a science-themed story time paired with a related arts and craft project. The age range targeted will be pre-kindergarten children. If received, the Target grant funds will be used to purchase craft supplies as well as storybooks to add to the pre-kindergarten library housed within the museum. These events are open to the public and are free of charge.

(Continue on additional sheets as required)

**SUPPORT INFORMATION:**

<b>Fund Name / Account Number</b>	<b>Amount of Expenditure</b>	<b>Budget Amount</b>
N/A	N/A	N/A

1. Resolution
2. Exhibit "A". Grant Application Package

**OPTIONS / ALTERNATIVES:**

1. Approve Resolution as drafted for City of Las Cruces Museum of Natural History to apply for funds in the amount of \$2,000.00 with no cash or in-kind match requirement from the Target Corporation to fund an early childhood reading program.
2. Disapprove Resolution for the City of Las Cruces Museum of Natural History to apply for funds from the Target Corporation. No grant application will be submitted.
3. Modify or make recommended changes to Resolution.

**RESOLUTION NO. 10-267**

**A RESOLUTION AUTHORIZING THE LAS CRUCES MUSEUM OF NATURAL HISTORY —A SUBSIDIARY OF THE PUBLIC SERVICES DEPARTMENT—TO APPLY FOR THE TARGET CORPORATION’S “EARLY CHILDHOOD READING” GRANT IN THE AMOUNT OF \$2,000.00, WITH NO CASH OR IN-KIND MATCH REQUIRED, AND TO RATIFY THE CITY MANAGER’S APPROVAL TO MEET THE GRANT SUBMISSION DEADLINE.**

The City Council is informed that:

**WHEREAS**, the Target Corporation, is providing funding opportunities to local school and community agencies to subsidize the cost of creating programs geared towards early childhood reading; and

**WHEREAS**, the Las Cruces Museum of Natural History offers a variety of public programming—partnering with area schools—aimed at pre-K and school-age children; and

**WHEREAS**, the Museum of Natural History would use the grant funds to create a science-specific reading program coupled with educational arts and crafts activities that will be open to the public and free of charge.

**NOW, THEREFORE**, be it resolved by the governing body of the City of Las Cruces:

**(I)**

**THAT**, the Las Cruces Museum of Natural History is authorized to submit a grant application in the amount of \$2,000.00 no cash or in-kind match requirement to the Target Corporation; and

**(II)**

THAT, the Council does ratify the signature of City Manager approving submission of the application to meet grant submission deadline; and

(III)

THAT, City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this 3<sup>rd</sup> day of May 2010 .

(SEAL)

ATTEST:

City Clerk

\_\_\_\_\_

Moved by: \_\_\_\_\_

Seconded by: \_\_\_\_\_

APPROVED:

\_\_\_\_\_  
Mayor

VOTE:

Mayor Miyagishima: \_\_\_\_\_

Councillor Silva: \_\_\_\_\_

Councillor Connor: \_\_\_\_\_

Councillor Pedroza: \_\_\_\_\_

Councillor Small: \_\_\_\_\_

Councillor Sorg: \_\_\_\_\_

Councillor Thomas: \_\_\_\_\_

APPROVED AS TO FORM:

  
City Attorney

## Grant Application Package

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### Application Submission Verification and Signature

Opportunity Title: Early Childhood Reading Grant Program

Offering Agency: Target Corporation

Opportunity Number:

Approximate Value Requested: \$2,000.00

Opportunity Closing Date: April 30, 2010

Requesting Agency/Department: Natural History Museum/ Public Services

GAO – Grant Writer: Elizabeth Vega

### SUPPORT INFORMATION

Due to short deadline we will need Council approval to apply. Will appear on May 3, 2010 Council agenda.

### OPTIONS

1. Agree with request to submit the application. Affirmed by signature below. Package to be returned to GAO, Grant Writer.
2. Disagree, application will not be submitted. Unsigned package to be returned to GAO, Grant Writer.

**Approved:**

  
 \_\_\_\_\_  
 Terrence Moore, City Manager

  
 \_\_\_\_\_  
 Date

**APPROVED AS TO FORM:**  
  
 \_\_\_\_\_  
 City Attorney

CMP #2.2 Effective 07/06/09: The City Manager may authorize the application for any grant with these exceptions:  
 The grant award is anticipated to be in excess of \$50,000 and funding has not been appropriated as part of the current budget.  
 The ARRA grant award is anticipated to be in excess of \$500,000 and funding has not been appropriated as part of the current budget.  
 The acceptance of the grant will require City Council to adjust the current budget to appropriate matching funds.  
 The grant requirements stipulate that the City will continue to operate and fund the project/program after the grant period is complete.  
 The grant requirements stipulate that the City enter into a new Memorandum of Understanding or a Joint Powers Agreement with another entity.

# Routing Slip

DATE: **March 25, 2010**

FROM: **Mike Walczak**

RE: Grant Overview Worksheet from the Public Services Department/LCMNH

CONTRACTOR(S): Target Corporation

PURPOSE: Permission to apply for a grant from Target Corporation

CONTACT: **Mike Walczak**, Museum Manager, **LCMNH**

Please initial and route the contract(s) as follows:

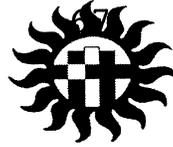
W **Mike Walczak**, Originating Dept., **LCMNH**

WT William Ticknor, Museums System Administrator

LG Lori Grumet, Public Services Director

\_\_\_\_\_ Originating Dept., **LCMNH**

*Forwarded to  
Grants Admin.  
A. Henry*



# City of Las Cruces<sup>®</sup>

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**TO:** Lori Grumet, Director, Public Services 

**Thru:** William Ticknor, Museum Systems Administrator 

**FROM:** Mike Walczak, Museum Manager, LC Museum of Natural History 

**DATE:** 3/25/10

**SUBJECT:** Grant Overview Worksheet

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Attached is a Grant Overview Worksheet for your review and approval. The LCMNH would like to apply for this grant offered by Target Corporation.

If you have any questions please call me at 522-3120.

Thank you for your time.

# GRANT OVERVIEW WORKSHEET

**Title of Grant Program:** Science Story Time

**Funding Organization:** Target Corporation (Store Grant)

**Section Applying:** Public Services - Museum of Natural History

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**Description of Proposed Project:** A science themed storytime for a pre-K audience including reading of a story with simple related crafts & activities.

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Strategic Plan Performance Budget	Goal: Goal:	Objective: Objective:	Strategic Plan: Strategic Plan:
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- Existing City Programs/Efforts** (Ex: request for environmentally-friendly weed management. Parks and Recreation Section's existing budget and work activities include weed management)
- Expansion of Existing Program/Efforts** (Ex: request for advertising to increase public awareness of the Farmer's market. The advertising campaign will be an increase over current activities/budget)
- New Initiative, Not Budgeted** (Ex: request to implement a recreational activity that is currently not included in the City's recreations programs)
- 

**Project Maintenance** If the grant specifies that the project must be maintained/operated after the grant period ends, list the requirements:

Various craft supplies & books to add to a pre-K library

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**Amount Section anticipates requesting:** \$2,000

**Match Requirement (%)** 0

**Projected Match In-kind:** 0

**Cash:** 0

**Match Source:** NA

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**Grant Application Due:** 4/30/2010

**Grant Duration (Months/years):** 1 year

**MOU or Joint Powers Agreement Required:**  No

**Grant Collaborators** (List other City Departments or Outside Agencies):

None

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**Employees To Be Hired** (number to be hired, full-time or part-time positions and 1 sentence job responsibilities):

0 - Program can be done with current staff

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## GRANT OVERVIEW WORKSHEET

**Grant Manager** *(Responsible for contract, project operations, budget management, and reports as prescribed)*

**Name:** Kimberly Hanson

**Title:** Education Curator

**Phone:** (575) 532-3372

**E-mail:** khanson@las-cruces.org

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**Submitted by:** Mike Walczak

**Signature:** 

**Date:** March 24, 2010

**Reviewed & Approved by:** Lori Grumet

**Signature:** 

**Date:** March 24, 2010



**729,000 students have take 7,400 field trips as of 2008**  
Company | Community Outreach | Grants | Early Childhood Reading Grants

## Early Childhood Reading Grants



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[Apply as a school, library or public agency](#)

[Continue my application](#)  
The application is open 3/1/2010 through 5/1/2010

### Overview

Reading is essential to a child's learning process. That's why Target awards grants to schools, libraries and nonprofit organizations to support programs such as after-school reading events and weekend book clubs. Together we're fostering a love of reading and encouraging children, preschool through third grade, to read together with their families.

### Guidelines

Early childhood reading grants are \$2,000. Grant applications are typically accepted between March 1 and April 30 each year, with grant notifications delivered in September.

### TARGET SUPPORTS EDUCATION.

It's part of our commitment to give 5% of our income to communities. That's over \$3 million a week.

[Learn More](#)