

**CALIFORNIA COASTAL COMMISSION**

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# W7e

**DATE:** January 24, 2019

**TO:** Commissioners and Interested Parties

**FROM:** John Ainsworth, Executive Director  
Susan Hansch, Chief Deputy Director  
Christiane Parry, Public Education Program Manager  
Sylvie B. Lee, Grants Program Coordinator

**SUBJECT: Proposed Awarding of Unallocated Funds from the Commission's WHALE TAIL<sup>®</sup> Grants Program.** The Executive Director recommends that that the Commission **approve** the following proposed targeted grant for Fiscal Year 2018/2019.

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## SUMMARY OF STAFF RECOMMENDATION

Approve the following targeted grant:

- (1) 21<sup>st</sup> District Agricultural Association for an exhibit at the Big Fresno Fair (\$20,000)

### I. MOTION AND RESOLUTION

**Motion:**

*I move that the Commission **approve** the grant award set forth in the staff recommendation. I further move that the Commission authorize the Executive Director or his designee to enter into a grant agreement with the grantee for allocation of these funds, and to make any amendments thereto.*

Staff recommends a **YES** vote on the foregoing motion. Passage of this motion will result in authorization of the Executive Director or his designee to enter into the appropriate agreement for disbursing the available funds. The motion passes only by affirmative vote of a majority of the Commissioners present.

**Resolution:**

*The Commission hereby approves the grant award set forth in the staff recommendation. Further, the Commission hereby authorizes the Executive Director or his designee to enter into a grant agreement with the grantee for allocation of these funds, and to make any amendments thereto.*

**II. INTRODUCTION**

The WHALE TAIL<sup>®</sup> grants program is part of the Commission’s Public Education Program. The grants support coastal and marine education and related projects to educate and involve the public in the protection of marine and coastal resources. Funding for these grants comes from sales of California’s WHALE TAIL<sup>®</sup> License Plate and from voluntary contributions to the Protect Our Coast and Oceans Fund on the state tax return form.

At its September 2018 meeting, the Commission voted to set aside \$90,000 from the FY 2018/2019 WHALE TAIL<sup>®</sup> grantmaking budget into a temporarily unallocated reserve to be awarded later in the fiscal year. Since then, \$5,000 was added to Heal the Bay’s targeted grant, and \$25,000 was added to the competitive grants budget (see item [W7d](#) on this agenda).

In December, the Commission’s Public Education staff received a grant request that qualifies for a targeted WHALE TAIL<sup>®</sup> grant—that is, a grant for high priority projects linked to existing Commission programs and priorities. The staff received a grant proposal from the Big Fresno Fair for an exhibit entitled, “Sierras to the Sea.”

**III. STAFF RECOMMENDATION FOR TARGETED WHALE TAIL<sup>®</sup> GRANT AWARD FOR FY 2018/2019**

The staff recommends that the Commission fund the project listed below in the amount of \$20,000 with funds set aside in this year’s temporary reserve. The staff will return to the Commission before the end of this fiscal year to seek approval for the \$40,000 still remaining in the FY 2018/2019 unallocated reserve.

**(1) \$20,000 TO THE 21<sup>ST</sup> DISTRICT AGRICULTURAL ASSN. FOR THE BIG FRESNO FAIR**

**Program History.** From 2014-2018, an ocean health exhibit with prominent “Whale Tail” branding at the California State Fair in Sacramento was supported by the WHALE TAIL<sup>®</sup> grants program. After the fifth such annual event in 2018, the staff decided to look for a similar venue but at a different location in order to reach new audiences.

**Proposal.** Big Fresno Fair is proposing to stage an exhibit in 2019 called “Sierras to the Sea.” The exhibit would show the path of water from the Sierras to the ocean, and the animals and wildlife found along the way. The overall theme would be that there is abundant wildlife living along tributaries, at the beach, and in the ocean, but debris in waterways and at the shore affects this wildlife and the water quality. The exhibit would feature a hands-on tidepool; otters and pelicans; wildlife representing the Sierras and the

Central Valley; educational stage shows 3-4 times a day featuring multi-media presentations, underwater photography, costumes, storytelling, and model animals; and photo opportunities including a giant WHALE TAIL® license plate as was used at the State Fair. There would also be a hallway leading to the exhibit building decorated to resemble under the sea with hanging jellyfish, a kelp forest, lights, shells, and signs about what happens when debris reaches the floor of the ocean and the effect of people on these habitats. Printed text would appear in three languages: English, Spanish and Hmong.

**Recommendation.** Staff recommends a grant to the 21<sup>st</sup> District Agricultural Association to support an exhibit at the Big Fresno Fair in the amount of \$20,000. This grant would be highly leveraged, with the exhibit budget totaling an estimated \$107,000. Big Fresno Fair attracts over 600,000 people per year and it would be a good opportunity to reach a new large, inland audience and highlight their connection with the California coast.