

**Rodeo Renewed Community Benefit Fund
FY 2024/25 Recommendations**

Attachment A

Organization	Program/Project Description	Recommended Amount
Bay Front Chamber of Commerce	The Bay Front Chamber of Commerce, which serves the unincorporated community of Rodeo, will utilize funds to develop and implement the Yiftee Program (also called the Rodeo Rewards program), a program that enables consumers to purchase gift cards that may be redeemed only at businesses in defined areas, in this case, Rodeo-based businesses. The proposed funds will be used to incentivize shoppers' patronage of the Rodeo businesses by covering the costs of a \$50 added value for every \$100 gift card purchased.	\$25,000
Contra Costa County Library	Upgrades to the libraries located in Rodeo and Crockett. Upgrades include new service desks, new tables, and new computers for the general public. The upgrades at each branch are estimated at \$20,000 per branch.	\$40,000
Contra Costa County Dept. of Public Works	The Public Works Department has conducted a needs assessment focused on community beautification and general visual enhancements for the community of Rodeo. Approximately \$18,000 is required to plant boxed trees, make irrigation repairs, trim trees and smaller vegetation, graffiti removal, replace a damaged sidewalk, and install updated "Welcome to Rodeo" signage.	\$18,000

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Crockett Chamber of Commerce	Funds will be used for capacity building activities of the Chamber (such as the membership fee to join the California Main Street Association), to market Crockett to visitors through advertising (possibly including the purchase of billboard advertising), and costs associated with the hosting of community events.	\$25,000
Crockett Improvement Association	Programs and services to clean up and beautify Crockett and engage the public in the work of the Association, including pet waste stations, debris boxes to support town clean-up days and brochures and/or other engagement.	\$5,000
John Swett Unified School District	School safety enhancement activities to enhance the well-being of students, increased academic performance, positive community perception, reduction in crime rates, community engagement and collaboration.	\$121,000
New Horizons Development Center	Funds are to support the operations of New Horizon's career services program. Specifically, the grant will partially fund a program manager, a GED instructor, a case manager, and a life skills coach. Funds will also cover required materials for various classes and workshops that are part of the program's core operation.	\$125,000

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Rodeo Youth Mentoring Program	This grant will help provide an array of services including, but not limited to backpacks for students, holiday giveaways at Christmas and Easter, certified instructor stipends, program supplies, technical support, and telecommunications.	\$15,000
Total (Projects/Programs)		\$374,000
Contra Costa County Dept. of Conservation and Development	General administration of the Phillips 66 Community Benefit Fund and contract management with funded agencies (up to 5% of total funds awarded to projects/programs).	\$18,700
Grand Total (Projects and Administration)		\$392,700