



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 5
File #: 20-140

Board Meeting Date: 3/24/2020

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Michael P. Callagy, County Manager
Subject: Use of District-Specific **Measure K** Funds - Supervisorial District Five

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$50,000, to the Ariana Mae Hatami Foundation, for the production of an educational training film to recognize, prevent, and combat domestic violence, and authorizing the County Manager, or County Manager's designee, to execute the grant agreement.

BACKGROUND:

Measure K is the half-cent general sales tax initially approved by San Mateo County voters in November 2012 and extended in November 2016 for a total of thirty years.

On February 12, 2019, the Board of Supervisors (Board) held a study session on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2019-21. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study session to, among other things; work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FY 2019-21. The Board approved \$3.75 million in one-time loans for grants each fiscal year for FY 2019-21, divided equally among the five supervisorial districts, for district-discretionary needs and projects. District Five has submitted a request to use its district-discretionary **Measure K** funds as shown below and described in the Project Summary section of this memorandum.

District/Project	Amount
District 5 (Supervisor David Canepa) - Ariana Mae Hatami Foundation: production of an educational training film to recognize, prevent, and combat domestic violence.	\$50,000

This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the

Board in December 2018.

PROJECT SUMMARY:

This is a request to authorize a grant to Ariana Mae Hatami Foundation, and resulting grant agreement, in an amount not to exceed \$50,000, to partially fund the production of an educational training film to recognize, prevent, and combat domestic violence. The County Manager's Office will administer and manage the proposed agreement.

Domestic violence in our community is a disease and clearly underserved with respect to its recognition, prevention and remedy. There are multiple agencies addressing the victims' needs after the fact. The Ariana Mae Hatami Foundation is focused on prevention through education and this project is designed for the most vulnerable members of our community, our youth population. The project is to produce two educational documentaries, shining a spotlight on many facets of this problem to the younger generation and to victims. The documentary will be made available to the Domestic Violence Prevention-Human Services Department of San Mateo County, as well as to all high schools and community colleges in San Mateo County.

- Cost Breakdown, Total Cost estimate \$85,000:
 - Research and Story Development
 - Scripting, Scheduling and Location Scouting
 - Film Interviews and Preparation for Edit
 - Post Production Edit
 - Client Review & Edit
 - Final Screening and Distribution

- Other Departments involved:
 - Domestic Violence Prevention-Human Services Department of San Mateo County,
 - San Mateo County Office of Education,
 - Office of the Superintendent of San Mateo County Office of Education

- Total cost of the project will be \$85,000. Other organizations making additional contributions:
 - First Republic Bank \$10,000 pledge
 - Ariana Mae Hatami Foundation \$25,000 + any cost overrun

Total Measure K Request: Not to Exceed \$50,000

The release of funds will be contingent on the execution of an agreement providing for the County's

confirmation of the expenditure of funds during FY 2019-20 for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

Contact:

Farzin Hatami, CEO and Co-Founder

Ariana Mae Hatami Foundation

1067 Eden Bower Lane, Redwood City, CA 94061

650-281-1570

arianasmission@gmail.com <<mailto:arianasmission@gmail.com>>

PERFORMANCE MEASURES:

DESCRIPTION	TARGET
Develop and produce an educational training film to recognize, prevent, and combat domestic violence, and distribute film to San Mateo County high schools and community colleges and Domestic Violence Prevention-Human Services Department	Complete

County Counsel has reviewed and approved the agreement and resolution as to form.

FISCAL IMPACT:

There are sufficient **Measure K** funds for this specific FY 2019-20 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2019-20 Adopted Budget.