

Town Council Principles for Considering Future Funding Requests
Approved May 4, 2021

1. Allocate funds in an equitable and objective manner to benefit all residents and all areas of Town;
2. Enthusiastically support events from all community partners in a flexible manner and avoid high traffic times, using available Town resources and/or ARPA funds, pending further guidance from staff;
3. Utilize the Community Grant process, including the equitable allocation, and consider the total budget for the Grants and moving the process timeline along as quickly as practical;
4. Include destination marketing and use it to improve the branding of Los Gatos with its historic heritage and iconic structures, and do so with a clear definition of the scope of work with assistance from staff;
5. Encourage opportunities and events to build synergy between the Town's office/tech companies and the local retail/restaurant business work force; and
6. Avoid any conflicts of interest in the public/private partnership with the Chamber of Commerce.