

RESOLUTION NO. 1373

Adopted by the Housing Authority of the City of Sacramento

November 25 , 1975

APPROVING A PROPOSAL FOR FUNDING A SENIOR CRAFT PROGRAM IN OLD SACRAMENTO

WHEREAS, the Area 4 Agency on Aging has identified the Senior Craft Program as one of 8 priority funding categories in their Accelerated Funding Program; and

WHEREAS, the Sacramento Housing and Redevelopment Commission at the November 17th meeting approved this proposal and recommended its final approval and implementation.

THEREFORE, LET IT BE RESOLVED BY THE HOUSING AUTHORITY OF THE CITY OF SACRAMENTO:

Section 1. The Housing Authority of the City of Sacramento hereby approves the proposal for funding of a Senior Craft Program in Old Sacramento.

Section 2. The Executive Director is hereby authorized and directed to prepare and file an application to the Area 4 Agency on Aging in an effort to secure funding.

Philip L. Denberg

CHAIRMAN

ATTEST:

William G. [Signature]

SECRETARY

SUMMARY OF SENIOR CRAFT PROGRAM APPLICATION

Sacramento Housing and Redevelopment Agency

OBJECTIVES:

1. To provide an opportunity for seniors 60 years and over and senior organizations to secure additional income through an outlet that displays and sells craft items produced by the seniors.
2. To display items to the general public, thus demonstrating the talents and abilities of elderly citizens, reinforce the concept of their productive capabilities and promote a positive image.
3. To assist the Sacramento Foster Grandparent Program to become self-sustaining.
4. To serve as an information center for all persons interested in craft classes and/or senior citizen agencies and organizations.

METHODS:

1. Use Sacramento County Revenue Sharing funds (funds committed) and Area 4 funding to establish a Craft Center, hire a manager, establish criteria for quality of goods needed and develop a network of supply centers in the 7 counties comprising Area 4.
2. Hire part-time sales coordinators (9) and reimburse sales volunteers (14) for their travel and lunch. A total of 340 seniors will gain employment opportunities in this project (estimated).
3. A marketing and business management consultant will prepare an effective and appropriate marketing program and staff training to help ensure a sound business venture.
4. A mark up of 25% will be added to each sales item. 15% will go towards next year's operation and 10% to the Foster Grandparent Program.

BUDGET:

1. Staff (manager, part-time bookkeeper, and sales coordinator, including fringe benefits)	\$20,311
2. Volunteer services (lunch & travel, uniforms, recognition awards)	2,814
3. Rehabilitation and set up of center	3,641
4. Reimbursement for monthly delivery of crafts from outlets	2,256
5. Other (utilities, travel, contract services, advertising, audit and overhead)	15,300
Total project cost	\$44,322 (100%)
Less in-kind contribution	-4,435 (10%)
Total requested from Area 4	\$39,887 (90%)

(1) Other resources include a CETA Clerk and County Revenue Sharing, but are not included due to federal funding.

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