



POURING AND VENDING RIGHTS PROPOSAL FOR THE CITY OF RIVERSIDE

Office of the City Manager

Economic Development Committee
February 20, 2025

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BACKGROUND

- May 5, 2020 the City Council approves a Citywide Partnership (Naming Rights) Policy.
- March 21, 2023 City approved RFP 2203 with Superlative Group, Inc., to assist in developing a comprehensive naming rights program, including a market analysis for potential Riverside naming rights.
- Part of the larger “Naming Rights” discussion is “Pouring Rights” or the granting of an exclusive right to sell, serve, and market their drinks in a specific setting, such as City buildings, parks, etc.



2

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DISCUSSION

- **Broad Outline of Draft “Pouring Rights” Proposal:**

- A. Market Analysis for beverage sales based on sales impressions and event attendance.
- B. Review of Existing City Contracts, site data, visitor information, etc.
- C. Guidance on new partnerships, agreements, and pouring rights management.
- E. Potential sales.



3

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DISCUSSION

- **Generally, this Initiative Will:**

- Identify Opportunities
- Seek a long-term partner for pouring rights
- Negotiate terms amenable to the City and Partner
- Work out the parameters of product offerings and placement at certain sites
- Peripheral items such as maintenance, restocking, etc.



4

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PROPOSAL LIMITATIONS

- Based on best current market data
- No guarantee that every asset can participate
- Existing agreements can change or make partnerships impossible



5

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STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



High performing government - 5.4 Achieving and maintaining financial health by maximizing funding opportunities.

Cross-Cutting Threads



Community Trust

Sets a standard for all City departments to maximize sustainable naming projects.



Equity

Policy encourages leveraging naming investment that can benefit all neighborhoods in the City.



Fiscal Responsibility

Sustains the municipal budget by utilizing external sources of capital.



Innovation

Addresses new policy related activities and technology.



Sustainability & Resiliency

Sustains the City's financial present, while also tackling projects and programs that can position the City for future growth.



6

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RECOMMENDATIONS

- **That the Committee:**

Consider a proposal and offer staff direction for a “pouring and vending rights” proposal prepared by the Superlative Group, Inc., as part of a larger naming rights marketing initiative for the City.



7

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