



UPDATE ON ACTIVITY GUIDE SPONSORSHIP PROGRAM

**Parks, Recreation and Community Services
Department**

Park and Recreation Commission

May 20, 2024

ACTIVITY GUIDE BACKGROUND

- Explore Riverside/ Activity Guide joint effort between Office of Communications and PRCSD.
- Award Winning – 2015 CPRS Award for Marketing and Communications.
- Engages readership and participation.
- Reaches approx. 118k homes 3 x per year.



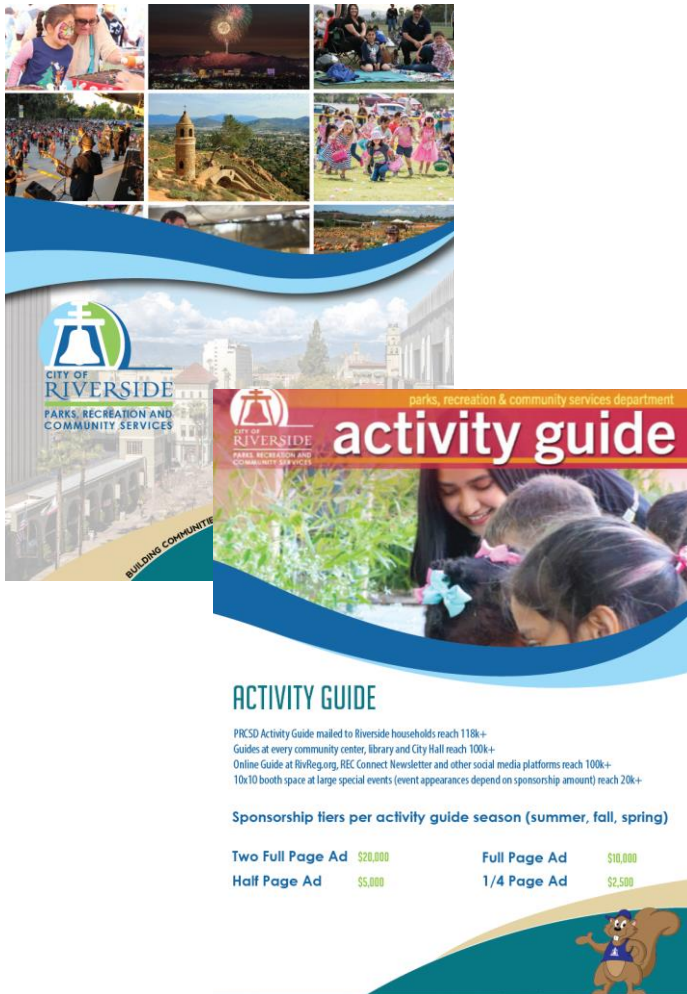
ACTIVITY GUIDE EXPENDITURES

- Share cost between PRCSD and City Communications Office.
- Add'l pages include Library and Museum with added funding support to offset total cost.
- PRCSD portion \$170k-\$180k.
- **FY 23/24**
 1. Total Cost Approx. \$212,483 for design and print + \$50k for postage.
- **FY 24/25**
 1. Increase due to paper supply demand.
 2. Total cost approx. \$231,051 for design and print + postage.



NEW METHODS

- Sponsorship Opportunity for businesses and organizations to offset activity guide cost.
- Fees:
 1. Two Full-Page Ads - \$20k
 2. One Full-Page Ad - \$10k
 3. Half Page Ad - \$5k
 4. Quarter Page Ad - \$2500
- Sponsorship fee also includes advertisement in REC Connect Newsletter and other social media platforms
- 10x10 booth space at large special events for full-page and half-page ads.



STRATEGIC PLAN ALIGNMENT

Strategic Priority No. 1 – *Arts, Culture and Recreation*

- **Goal 1.1** Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development. Many partners interested in sponsorship are organizations interested in the furtherment of community well-being, further outreaching to the community on services available.

Strategic Priority No. 5 – *High Performing Government*

- **Goal 5.4** Achieve and maintain financial health by addressing gaps in revenues and expenditures and aligning resources with strategic priorities to yield the greatest impact. As costs continue to increase for the production of the Activity Guide, sponsorships allow the PRCSD continue to provide the Guide to community and addressing any funding gaps associated with its production.



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation



RECOMMENDATIONS

That the P&R Commission:

1. Receive an update on revenue generation from the Activity Guide Sponsorship Program; provide feedback and accept the report for file.