

# City Council Memorandum

*City of Arts & Innovation*

---

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 13, 2022**

**FROM: COMMUNITY & ECONOMIC DEVELOPMENT      WARDS: ALL**  
**DEPARTMENT**

**SUBJECT: FISCAL YEAR 2022/2023 CITY SPONSORSHIP PROGRAM, JANUARY 1 –**  
**JUNE 30, 2023, TOTAL SPONSORSHIP OF \$144,901**

**ISSUE:**

Review and approve the criteria used by City Departments in evaluating City Sponsorship applications and approve the staff-recommended City Sponsorship Program in the form of monetary funding and/or in-kind contributions of \$144,901 for charitable and community events produced by local non-profit organizations for the six-month period of January 1, 2023 – June 30, 2023.

**RECOMMENDATIONS:**

That the City Council:

1. Review and approve the criteria used by City Departments in evaluating City Sponsorship applications;
2. Approve the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$144,901 for charitable and community events produced by local non-profit organizations for the six-month period of January 1, 2023 – June 30, 2023; and
3. Authorize the City Manager or his designee to execute any necessary financial or legal documents with the approved organizations, including making minor, non-substantive changes necessary to implement the sponsorship funding program.

**COMMITTEE RECOMMENDATIONS:**

The Economic Development, Placemaking and Branding/Marketing Committee (Committee) met on November 17, 2022, with Chair Fierro, Vice Chair Edwards, and Member Hemenway present, to consider staff recommendations regarding City Sponsorships for events or projects scheduled from January 1, 2023, through June 30, 2023. After discussion, the Committee voted unanimously to recommend that the City Council approve the criteria used by City Departments in evaluating City Sponsorship applications; approve City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$144,901 for charitable, community events and projects produced by local non-profit organizations; and authorize the City Manager or his designee to execute any necessary financial or legal documents with the approved

organizations, including making minor, non-substantive changes necessary to implement the sponsorship funding program.

**BACKGROUND:**

The City Sponsorship Program (Program) Agreement, Guidelines, and processes are posted on the City’s website and are included as Attachment 1. The Program provides local non-profit organizations with the opportunity to apply for City Funds and/or in-kind services twice each fiscal year.

As a part of the Program schedule, the July 31 application pool deadline includes charitable events, community events and other meetings that would occur from January 1 – June 30 of the annual funding cycle. The January 31 application pool deadline includes charitable events, community events and other meetings that would occur from July 1 – December 31 of the annual funding cycle.

To solicit applications for the Program, the Arts & Cultural Affairs team sends invitations to a comprehensive list of non-profit organizations for a Sponsorship 101 Webinar in June of each year. Email notifications are also sent prior to the July 31 application deadline as a reminder. Generally, the Mayor and City Council receive these notifications as well, in the event they wish to recruit applicants from their wards and constituencies.

The Program is administered by the Community & Economic Development Department (CEDD).

Funds are included in the Arts & Cultural Affairs Division budget for the Program, as follows:

<b>Arts &amp; Cultural Affairs Budget City Sponsorships Fiscal Year 2022/2023</b>	<b>Arts &amp; Cultural Affairs Budget Proposed Cash Sponsorships Spring 2022/2023</b>
\$135,545	\$65,150

**DISCUSSION:**

***Sponsorship Applications – July 2022***

The sponsorship applications were evaluated by various City Departments that considered each organization’s ability to create or enhance its events in the spirit of the Seizing Our Destiny initiative, as indicated in the Sponsorship Program Agreement. Other factors include, but are not limited to, projected attendance (virtual or live, as appropriate), event/organization history, event budget and City Sponsorship history.

Thirty-six (36) local, non-profit organizations applied for monetary and/or in-kind sponsorship during the current application pool for events to be conducted from January 1, 2023 – June 30, 2023. Thirty-five (35) organizations are recommended as sponsorship recipients (Attachment 2).

Organizations were evaluated on the guidelines and were also recommended for funding if they met 2025 Strategic Plan Goal 1.1, 1.2, 1.5.4; had elements or focuses of diversity, equity and inclusion; and/or the location of the event (underserved). Most of these projects or events qualify under multiple evaluation criteria. In the table below is the breakdown of applicant organizations, categorized by the predominant reason for their inclusion as recommended Sponsorship recipients.

2025 Strategic Plan Goal 1.1 & 1.2	2025 Strategic Plan Goal 1.5.4	Diversity, Equity and Inclusion	Location
11	7	11	6

The Program funding consists of both cash and in-kind sponsorships. Cash sponsorships come directly from the Arts & Cultural Affairs Division of CEDD and Riverside Public Utilities (RPU), which are included in their budgets. In-kind sponsorship awards come from other City Departments and include the Fire Department; Library; Police Department; Parks, Recreation and Community Services Department (PRCSD); and Riverside Public Utilities. A summary of the recommended sponsorship values for Spring 2022/2023 includes:

**Spring, 2022/2023 Recommended Funding**

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (RPU)	Total Cash Sponsorships	Total Value of In-Kind Sponsorships	Total Value of Sponsorship SP 2022/2023
\$65,150	\$2,500	<b>\$67,650</b>	\$77,251	<b>\$144,901</b>

**Program Criteria**

In Spring 2022, the Economic Development, Placemaking and Branding/Marketing Committee (Committee) requested to review the criteria used by City Departments during the evaluation process. CEDD Staff worked with the participating Departments to formalize the criteria used for the Program.

Based on Committee input, staff will prepare a universal form for the next cycle that includes the following trackable data for future considerations:

1. Projected Attendance
2. Previous Attendance (if applicable)
3. History of Service to Community (Y/N)
4. Connection to the City’s Strategic Plan
5. Eligible Monetary Request (50%, 35%, or 20%, based on previous requests, as outlined in the Sponsorship Guidelines)
6. Projected Cost per Participant
7. Cultural Program (Y/N)
8. Diversity, Equity, Inclusion (Ability/Culture/Ethnicity/Families/Seniors/Children & Youth)
9. Council Ward
10. Availability of Requested Resource (Y/N)

On March 12, 2019, the City Council approved a policy that authorizes the City Manager to review and approve department requests for table sponsorships. The policy was implemented

immediately with a process and tracking. Included in this report is the reporting cycle for table sponsorships from January 1 – June 30, 2022 (Attachment 3). One event received a total of \$600.00 in table sponsorships for the reporting cycle.

All impacted Department Heads concur with this report: Chief, Fire Department (RFD); Director, Library; Chief, Police Department (RPD); Director, Parks, Recreation and Community Services Department (PRCSD); and General Manager, Riverside Public Utilities (RPU).

## **STRATEGIC PLAN ALIGNMENT**

The City Sponsorship Program supports Strategic Priority 1 – Arts, Culture (**Goals 1.1 and 1.2**): learning, arts, culture, recreation, senior programs, and partnerships, as well as facilitation of requests for in-kind sponsorship related to various City amenities. Because of the diversity of requests, the Program also addresses **Goal 1.5**: programs and services related to literacy, health, and education for all ages.

Additionally, the Program supports **Strategic Priority 2 – Community Well-Being** and **Goals 2.3 – 2.5** are addressed through programs related to development of a sense of community, community engagement, neighborhoods, and partnerships.

This item aligns with each of the five Cross-cutting Threads as follows:

### **1. Community Trust:**

- Each round of City Sponsorship funding is documented fully in the reports that are presented to the Economic Development, Placemaking & Marketing/Branding Committee and to the City Council, including each request item and each staff recommendation item
- Sponsorship 101 workshops are offered to prospective applicants every six months to ensure that they are informed of the processes and requirements

### **2. Equity:**

- As staff members evaluate applications, they give particular attention to organizations that seek to serve populations representing the diversity of Riverside
- Access is a key factor in the evaluation process; each event or project must include significant outreach, with a preference for events and projects that are offered at no cost to the participants, and those applicants that cannot do that must eliminate significant barriers to entry, usually by offering free or reduced admission prices for specific populations (children, students, veterans, and seniors)

### **3. Fiscal Responsibility:**

- The City Sponsorship program is included in the Arts & Cultural Affairs Division operating budget, placing it directly within the sphere of accountability that encompasses each staff member's work, through the supervision of City Management, to the City Council
- The events and projects do not, generally, provide revenue directly to the City budget; however, sales tax revenue is generated through budget expenditures related to the production of each event or project and through the commerce generated by an event or project participants
- Additionally, these Sponsorship dollars are leveraged through the funded projects to provide community-enhancing activities throughout the calendar year, which multiply the value and impact of those dollars

- On average, the nonprofit organizations that spend the City’s Sponsorship dollars utilize about one City dollar per each person who receives services, based on the estimated number of individuals served through these Sponsorship-funded programs and across a broad spectrum of causes

**4. Innovation:**

- Because the Program operates through two rounds of funding each year, there is broad opportunity for applicants to innovate in response to community needs, new trends, and fresh inspiration
- The frequency of the application process encourages innovation because it mitigates risk in a way that a project of longer duration cannot, and that frequency also allows for flexibility in response to emerging needs in the community
- The Program provides opportunities (primarily during the Sponsorship 101 Training) for non-profits to interact, opening doors to innovation through collaborations and partnerships

**5. Sustainability & Resiliency:**

- Funded projects promote the health of our nonprofit community, which makes this an investment in the capacity of the nonprofit community, as well as an investment in each life served by that community
- The non-profit organizations in our community represent such broad and diverse areas of interest that they serve as a barometer of need in the community

**FISCAL IMPACT:**

The total fiscal impact of City Sponsorship recommendations represent a total of \$144,901, with \$67,650 in monetary contributions (\$65,150 from the Arts & Cultural Affairs Division of the Community & Economic Development Department and \$2,500 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$77,251. Sufficient funds are budgeted and available in General Fund, CD-Arts & Cultural Affairs, Sponsorships account 2850000-450302 and the Electric Fund, Pub Utility Customer Engagement, Community Outreach account 6020000-456022.

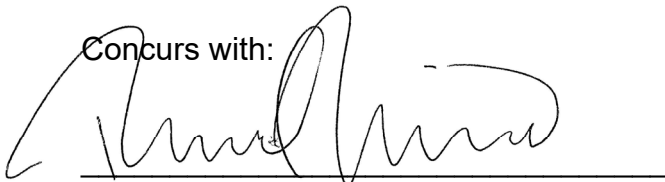
Prepared by: Chris Christopoulos, Acting Community & Economic Development Director

Certified as to availability of funds: Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/City Treasurer

Approved by: Rafael Guzman, Assistant City Manager

Approved as to form: Phaedra A. Norton, City Attorney

Concurs with:



Ronaldo Fierro, Chair  
Economic Development, Placemaking and Branding/Marketing Committee

**Attachments:**

1. Program Agreement/Guidelines
2. Staff Funding Recommendations for Spring, 2022/2023
3. Table Sponsorship Summary