



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL DATE: APRIL 6, 2021**

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

**SUBJECT: FISCAL YEAR 2020/2021 CITY SPONSORSHIP PROGRAM FOR JANUARY 1, 2021 – JUNE 30, 2021; VALUE OF \$110,356**

## **ISSUE:**

Approve Fiscal Year 2020/2021 City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$110,356 for charitable and community events, which are produced by local non-profit organizations during the second sponsorship funding cycle of Fiscal Year 2020/2021, from January 1, 2021 – June 30, 2021.

## **RECOMMENDATIONS:**

That the City Council:

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of January 1, 2021 – June 30, 2021; and
2. Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$110,356 for charitable and community events, which are produced by local non-profit organizations as shown on Attachment 2.

## **COMMITTEE RECOMMENDATIONS:**

The Economic Development, Placemaking and Branding/Marketing Committee met on February 18, 2021 with Chair Fierro, Vice Chair Hemenway and Member Edwards present, to consider staff recommendations regarding City Sponsorships for events or projects scheduled from January 1, 2021 – June 30, 2021. After discussion, the Committee voted unanimously to recommend that City Council (1) Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$110,356 for charitable, community events, which non-profits produce; and (2) 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 in order to implement the sponsorship funding program.

## **BACKGROUND:**

The City Sponsorship Program (Program) provides local non-profit organizations with the opportunity to apply for City Funds and/or in-kind services twice each fiscal year. Typically, the July 31<sup>st</sup> deadline covers applications for charitable and community events and meetings for the following January 1 – June 30 funding cycle. Due to the COVID-19 pandemic and the inability to predict when events could safely resume, there were no regular applications accepted for the July 31, 2020 deadline. In late October 2020, staff notified January – June applicants from the past two years that there would be an expedited round of applications for January 1, 2021 – June 30, 2021 with a deadline of November 23, 2020.

Individual organizations were notified of the process via e-mail notifications and phone calls in late October 2020. In addition to following the regular guidelines, recipients will be required to adapt their events to align with prevailing COVID-19 restrictions. Some of the events are not readily adaptable to those restrictions, and those event organizers understand that they will not receive funding, even if approved for sponsorship, unless there is a clear indication that restrictions will be lifted in time for production of their events. The City Sponsorship Program Agreement, Guidelines, and processes are posted on the City's website and are included as Attachment 1.

The Program is administered by the Community & Economic Development Department; fund availability from the Arts & Cultural Affairs Division Budget is as follows:

<b>Arts &amp; Cultural Affairs Budget for City Sponsorships, Fiscal Year 2020/2021</b>	<b>Proposed Cash Sponsorships from Arts &amp; Cultural Affairs Budget for Spring 2020/2021</b>
\$135,545	\$68,525

## **DISCUSSION:**

The sponsorship applications were evaluated by various City departments, based on each organization's ability to create or enhance its events in the spirit of Seizing Our Destiny, as indicated in the Sponsorship Program Agreement (Attachment 1). Other factors that were considered included projected attendance (virtual or live, as appropriate), event/organization history, event budget and City Sponsorship history.

Thirty (30) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events scheduled from January 1, 2021 – June 30, 2021, and thirty (30) organizations are recommended as sponsorship recipients (Attachment 2). A component of the recommendations for sponsorship includes funding from Riverside Public Utilities (RPU), which is included in its budget, as well as in-kind sponsorship awards from the Fire Department; Police Department; Parks, Recreation and Community Services Department (PRCSD); and Riverside Public Utilities. For this expedited round of funding, PRCSD has declined to approve its typical in-kind (facilities and equipment) sponsorship, as the Department currently is not able to accept any reservations, due to the COVID-19 restrictions.

A summary of the recommended sponsorship values for Spring 2020/2021 appears below:

**Spring 2020/2021, Recommended Funding**

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (RPU)	Total Cash Sponsorships	Total Value of In-Kind Sponsorships	Total Value of Sponsorship SP 2020-2021
\$68,525	\$4,900	<b>\$73,425</b>	\$36,931	\$110,356

All impacted Department Heads concur with this report: Chief, Fire Department; Chief, Police Department; Director, Parks, Recreation and Community Services Department; and General Manager, Riverside Public Utilities.

**FISCAL IMPACT:**

City Sponsorship recommendations represent a total investment of \$110,356, with \$73,425 in monetary contributions (\$68,525 from General Fund Account of CEDD and \$4,900 from the Electric Fund of Riverside Public Utilities), and in-kind services (including facilities) valued at \$36,931. Sufficient funds are available in CEDD General Fund Account No. 2850000-450302 and Riverside Public Utilities Electric Fund Account No. 6020009080-45602206.

Prepared by: David Welch, Community & Economic Development Director  
 Certified as to availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer  
 Approved by: Rafael Guzman, Assistant City Manager  
 Approved as to form: Kristi J. Smith, Interim City Attorney

Concurs with:

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

## Attachments:

1. Program Agreement/Guidelines
2. Staff Funding Recommendations for Spring 2020-2021