



The City of Riverside Arts and Culture Grant Program funds general operating support, including:

1. General operating expenses;
2. Administrative salaries;
3. Development of marketing/promotional materials;
4. Purchase or repair of equipment; and
5. Retention of professional services (accountant, etc.).

The City of Riverside Arts and Culture Grant Program does NOT fund:

1. Debt from past fiscal years;
2. Endowment funds, benefits or fundraising events;
3. Individuals (scholarships, fees, tuition, etc.);
4. Payment to any organization's Board of Directors for duties performed as a board member;
5. For-profit organizations;
6. Programs inaccessible to the public; and
7. Projects with religious or sectarian purposes.

### Applicant Eligibility

All applicants must meet the following requirements to be eligible:

1. Have a primary mission to create, produce, present, provide, or support arts and culture services for the public.
2. The non-profit organization must be located in the City of Riverside and not receive any other General Fund allocations for the same purposes as the City of Riverside Arts and Culture Grants from any City of Riverside department or agency.
3. Funds are designated solely for operating support of non-profit arts organizations. For-profit organizations and educational institutions are not eligible for City of Riverside Arts and Culture Grant funds.
4. The applicant organization must be a California non-profit corporation and hold a 501(c)(3) certification from the Internal Revenue Service.
5. The organization must offer an annual series of arts and cultural activities (such as exhibitions and performances) in the City of Riverside, which are open and accessible to all.
6. The organization must have performing, producing, or presenting history of not less than three years, with minimum expenses of approximately \$9,000 in the last fiscal year. The most recent year must include artistic and/or cultural programming in the City of Riverside.
7. No matching funds are required. However, the organization must demonstrate its capability to match a City of Riverside Arts and Culture Grant award on a dollar-for-dollar basis. A "match" includes earned income, cash contributions, and grants. Note: "In-Kind" contributions such as the dollar value of volunteer services do not constitute a match for this grant.
8. The organization must have satisfied the evaluative requirements of any previously awarded funding from the City of Riverside.
9. City of Riverside Arts and Culture Grant funds must be expended by June 30 for each fiscal year.

10. Recipient organizations agree to participate in City of Riverside activities that will serve to recognize, promote or assist either the City or the organization.
11. Work in one of the following disciplines: Architecture, Curatorial Arts/Museums, Dance, Design (includes Fashion, Industrial, and Costume), Interdisciplinary, Literary Arts, Media Arts and Film, Music, Performance Art, Photography, Public Art, Theater, Visual Arts or serve as an arts service organization.

### **Community Development Block Grant Program**

As a designated entitlement jurisdiction, the City receives federal funding to support projects and programs that provide decent and affordable housing, sustain suitable living environments, and expand economic opportunities for low- and moderate-income persons. The City is required to develop an Annual Action Plan for the use of these funds, which serves as the means to meet the application and submission requirements for four (4) entitlement programs including Community Development Block Grant (CDBG), Emergency Solutions Grant (ESG), Housing Opportunities for Persons with AIDS (HOPWA) and the HOME Investment Partnerships Program (HOME).

The 2019-2020 HUD allocation for CDBG is \$3,197,021. Activities eligible for funding under the CDBG program include acquisition of real property, construction, rehabilitation or improvements to public facilities, housing-related services and activities, economic development, public services and program planning and administration. Eligible activities are required to meet a CDBG program national objective, which include: 1) assist low- and moderate-income persons; 2) aid in the prevention or elimination of slum or blight; and 3) meet urgent community needs.

The City has an annual requirement to include citizen participation and community input on the use of these funds prior to submitting the Annual Action Plan to HUD. This year, the community input process included a community meeting notice mailed to all City households in October 2018, community input meetings conducted in all seven (7) City Council wards in October and November 2018, a public notice of funding availability release in December 2018, a 30-day public comment period on the draft of the 2019-2020 Action Plan from May 31 to July 1, 2019 and the subject public hearing (noticed for July 2, 2019) to receive public testimony on the proposed Annual Action Plan.

### **City Sponsorship Program**

The City Sponsorship Program provides local non-profit organizations with the opportunity to apply for City funds and/or in-kind services twice each fiscal year for the purpose of supporting local festivals, special events, community projects and community programs. Staff notifies organizations at community meetings, by direct communication and via e-mail notifications. The City Sponsorship Program Agreement and Guidelines are posted on the City's website.

The Riverside Public Utilities Community Event Participation and Sponsorship Policy outlines how requests for sponsorships specific to RPU Funds are processed. Riverside Public Utilities first considers two (2) specific questions as a filter for proceeding with sponsorship consideration. The questions are: "Is there a benefit to the community?" and "Is there a benefit to the Public Utilities Department?" Both questions must be answered in the affirmative in order to be eligible for RPU funding.

The Community & Economic Development Department, Arts & Cultural Affairs Division (ACAD) administers the Program. Fund availability is as follows:

Budget for General Fund Sponsorships Fiscal Year 2019/2020	Proposed Cash Sponsorships from ACAD Budget for Fall 2019/2020	Budget for Public Utilities Fund Sponsorships Fiscal Year 2019/2020
\$146,160	\$72,200	\$174,333

**Small Sparks Program**

The Small Sparks Neighborhood Matching Grant Program supports local grassroots projects within the 26 neighborhoods in the City of Riverside. Small Sparks provides cash to match community contributions of volunteer labor, donated professional services or materials, or cash donations in support of neighborhood-based self-help projects. Eligible projects are funded up to \$500.00 once a year to neighborhood groups.

Funding Categories:

1. Neighborhood Improvement/Beautification: A project that creates or enhances a physical improvement in a neighborhood.
2. Neighborhood Social Enhancement: A one-time grant for a community building activity such as a festival or celebration.
3. Neighborhood Education Opportunity: Workshop or training that benefits a neighborhood community.

Funded projects should:

1. Improve the health & safety of residents
2. Benefit a significant number of people or a neighborhood
3. Be resident initiated and neighborhood based
4. Encourage residents to prioritize goals and collaboration projects
5. Build community by connecting neighbors
6. Occur within the Riverside City limits

What cannot be funded:

1. Projects for programs developed and delivered by an outside organization, for example, PTA, scout groups, service clubs
2. Projects for ongoing operating costs or programs
3. Projects for retro-active expenses or debt retirement
4. Projects that benefit only one person
5. Projects that promote political campaigns

Past projects funded:

1. Community Garden Plant Material
2. "Meeting tonight" Yard Signs
3. Historic District Identification Signs
4. Neighborhood Emergency Preparedness Kits
5. Community-based Traffic Safety Program Materials
6. Neighborhood Tree Planting/Beautification
7. Membership Drive Block Party

**FISCAL IMPACT:**

There is no fiscal impact to the General Fund associated with this report.

Prepared by: David Welch, Community & Economic Development Director  
Approved as to availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer  
Approved by: Carlie Myers, Deputy City Manager

Attachments:

1. Arts & Culture Grant Guidelines & Application
2. City Sponsorship Guidelines & Application
3. Small Sparks Guidelines & Application
4. Presentation