

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIVERSIDE,
CALIFORNIA, ADOPTING THE CITYWIDE WARD-SPECIFIC SPECIAL
EVENTS, PROGRAMS AND PROJECTS POLICY.

WHEREAS, on June 27, 2023, the City Council approved the amended Fiscal Year
2023/24 budget, which included \$876,000 for Citywide events, with \$725,000 designated for
programs that encourage and expand community engagement, tourism, and economic
development throughout Riverside; and

WHEREAS, the intent of these funds is to support activities that promote local business
growth, enhance neighborhood vitality, and strengthen community connection, while providing
equitable programming opportunities across all City Council wards; and

WHEREAS, in 2024, staff began the development of a Citywide Ward Events
Administrative Policy to provide a consistent citywide framework for the allocation and
management of these funds; and

WHEREAS, on August 6, 2025, the draft policy was presented to the Governmental
Processes Committee (“GPC”), for review and input; and

WHEREAS, the GPC’s recommended edits were incorporated into the final version of
the policy; and

WHEREAS, in order to formalize the policy framework and ensure transparent and
consistent implementation citywide, the policy is now being advanced to City Council as the
Citywide Ward-Specific Special Events, Programs, and Project Policy, a copy of which is
attached hereto as Exhibit “A” and incorporated herein, for adoption.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Riverside, as
follows:

Section 1: That the above recitals are found to be true and correct and are hereby
incorporated as if stated in full.

Section 2: That the City Council adopt the Citywide Ward-Specific Special Events,
Programs, and Projects Policy as shown in Exhibit “A” attached hereto and incorporated herein.

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ADOPTED by the City Council this ____ day of _____, 2025.

PATRICIA LOCK DAWSON
Mayor of the City of Riverside

Attest:

DONESIA GAUSE
City Clerk of the City of Riverside

I, Donesia Gause, City Clerk of the City of Riverside, California, hereby certify that the foregoing resolution was duly and regularly adopted at a meeting of the City Council of said City at its meeting held on the ____ day of _____, 2025, by the following vote, to wit:

Ayes:

Noes:

Absent:

Abstain:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Riverside, California, this ____ day _____, 2025.

DONESIA GAUSE
City Clerk of the City of Riverside

312403 SW 10/07/25

EXHIBIT “A”

Citywide Ward-Specific Special Events, Programs or Projects Policy

PURPOSE:

Provide consistent framework, programming, expectations and appropriate spending for city event(s) within the specific wards that provides a community event, programming or project equitably throughout the community and for the community.

POLICY:

Establish a standard procedure for the development, management and implementation of Ward Specific events, programs and/or projects.

What type of events/projects are allowable through this program:

Events: Fairs, Expos, festivals, music events, car shows, art events, runs, etc.

Projects: Open and accessible in the public right of way; on City Property or in conjunction with city department or program; art and cultural installations

Criteria:

Open and/or accessible to the public

Event/Project is within the designated Councilmember's Ward boundaries

The event shall not be used for any political or campaign purposes, including but not limited to being affiliated with, in support of, or in opposition to, a political party, candidate for any political office, or political group/issue

When are events/projects allowable to be implemented:

Anytime up to 90 days prior to an election cycle of ward specific Councilmember.

Able to partner/collaborate with a nonprofit or outside organization. Can NOT sponsor an event

Who implements these events/programs/projects and approves budgets:

These events/projects are implemented by City staff not elected officials.

Able to partner/collaborate with a nonprofit or outside organization. Can NOT sponsor an event

Money Allotted to each Ward :

Will be reviewed during the budget process. If the City budget is fiscally challenged each Ward amount will be reduced and/or eliminated per the direction of approved budget through City Council

Monies are not allowed to be donations to organizations or individuals (e.g. a team going on a special trip, an artist looking for donations for an event or program)

PROCEDURE:

Responsibility	Action
Arts & Cultural Designated Staff	1. Set up meeting(s) with appropriate Councilmember and Council Assistant(s) to discuss ideas.
Councilmember	2. Provides feedback, potential partners, location(s), and ideas.

PROCEDURE:

Responsibility	Action
Arts & Cultural Designated Staff	3. Prepares "idea packet" for Deputy Director - Arts & Cultural Affairs Manager approval
Arts & Cultural Manager	4. Reviews, make changes, and/or approves "packet" for presentation to Councilmember
PRCS Department Head/City Manager	5. If needed, Department Head and/or City Manager Approval to provide approval or request changes
Arts & Cultural Designated Staff	6. Presentation to Councilmember for final approval of concept
	7. Submit all Ward events, projects and/or programs for a Marketing piece to begin distribution
	8. Planning and implementation of event that includes but is not limited to:
	9. Logistics (Rentals, Traffic Control, Restrooms, Sound)
	10. Processing of invoices/payments
	11. Marketing of the Event (Branding to be the same of City Logo)
	12. Partners and/or Vendors
	13. Staffing and/or Volunteers
	14. Obtain all necessary permits (if applicable)
	15. Ceremonial Element/Welcome for event, if needed
	16. Day of Event Set-up and Implementation
	17. Day of Clean after Event/Project
Councilmember or Councilmember's Designee	18. Event Participation
IF for a Project:	1. Set up meeting(s) with appropriate Councilmember and Council Assistant(s) to discuss ideas.
	2. Provides feedback, potential partners, location(s), and ideas.
	3. Prepares "idea packet" for Deputy Director - Arts & Cultural Affairs Manager approval
	4. Reviews, make changes, and/or approves "packet" for presentation to Councilmember
	5. If needed, Department Head and/or City Manager Approval to provide approval or request changes
	6. Presentation to Councilmember for final approval of concept
	7. Implementation of project

PROCEDURE:

Responsibility	Action
Other Departments:	If an event, project or program is to be administered by another department, written approval from PRCS – Arts & Culture Affairs must be obtained prior to the commencement of the event, project, or program for authorization to use the account.