



PHASE 1 REPORT: NAMING RIGHTS SPONSORSHIP ASSET INVENTORY, AND VALUATION FOR THE CITY OF RIVERSIDE

Office of the City Manager

**Economic Development, Placemaking, and
Branding/Marketing Committee**

August 17, 2023

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BACKGROUND

- May 5, 2020 the City Council approves a Citywide Partnership (Naming Rights) Policy.
- March 21, 2023 City approved RFP 2203 with Superlative Group, Inc., to assist in developing a comprehensive naming rights program, including a market analysis for potential Riverside naming rights.
 - *Structuring a naming rights program in terms of implementation market best practices and potentially guiding the City in initial naming rights negotiations.*



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DISCUSSION

- **Broad Outline of Deliverables:**

A. Market Analysis

B. Review of Existing City Contracts, site data, visitor information, etc.

C. Onsite site evaluations (April)

Comprehensive analysis of Major buildings (Convention Center, Fox Theater) and other assets that could be packaged for naming rights (parks facilities, trails, etc.) and also the potential to brand festivals and events.

D. Guidance on new partnerships, agreements, and naming rights management.

E. Potential sales.



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NAMING RIGHTS IN CALIFORNIA

Some California Examples:

- City of Sacramento – SAFE Credit Union Convention Center – Approximately \$920,000 annually for 25 years.
- City of San Diego – Toyota Motors donation of 34 lifeguard vehicles – Approximately \$245,000 in value annually.
- City of Santa Monica - Bikeshare Program sponsor – Approximately \$700,000 annually for 5 years.
- City of Irvine – Multiple sponsorship packages for the Great Park – Approximately \$650,000 annually for 20 years.
- City of Huntington Beach – Toyota Motors donation of 24 water safety trucks - \$960,000 net cost savings.



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REPORT FINDINGS

- “Impressions Based Valuation” - Placement of naming rights and the valuation specific to the placement itself:
 - More visibility (e.g., placement adjacent to a freeway) equals a higher valuation because larger number of views received,
 - Naming a building placed on a quiet side street would be valued lower.
- Cost-Per-Thousand criteria based on number of views and pricing with regional market, economic, and consumer data.
- Some large assets are partnered separately, whereas others are bundled.



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REPORT FINDINGS

Asset	Fair Market Value (FMV)	Value Range (Floor)	Value Range (Ceiling)	Term (Years)	Revenue Potential (Floor)	Revenue Potential (Ceiling)
Riverside Convention Center Naming Rights	\$283,046	\$250,000	\$300,000	25	\$9,114,816	\$10,937,779
Main Library Naming Rights	\$119,309	\$100,000	\$120,000	25	\$3,645,926	\$4,375,112
PRCSD System Corporate Partnership	\$163,540	\$150,000	\$200,000	10	\$1,719,582	\$2,292,776
Fox Theater Presenting Sponsorship	\$155,080	\$130,000	\$160,000	10	\$1,490,304	\$1,834,221
Library System Corporate Partnership	\$140,387	\$120,000	\$150,000	10	\$1,375,666	\$1,719,582
Mission Inn & Spa Festival of Lights Presenting Sponsorship	\$102,217	\$90,000	\$110,000	5	\$477,822	\$584,005
Box Theater Presenting Sponsorship	\$39,882	\$30,000	\$50,000	10	\$343,916	\$573,194
Riverside Aerial Fireworks Show Presenting Sponsorship	\$21,453	\$20,000	\$30,000	5	\$106,183	\$159,274
TOTAL	\$1,024,914	\$890,000	\$1,120,000		\$18,274,216	\$22,475,942



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REPORT LIMITATIONS

- Based on best current market data;
- No guarantee that every asset can be named;
- Existing agreements can change or make partnerships impossible;
- Does not take into account philanthropic and foundation naming rights potential for some buildings.



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STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



High performing government - 5.4 Achieving and maintaining financial health by maximizing funding opportunities.

Cross-Cutting Threads



Community Trust

Sets a standard for all City departments to maximize sustainable naming projects.



Equity

Policy encourages leveraging naming investment that can benefit all neighborhoods in the City.



Fiscal Responsibility

Sustains the municipal budget by utilizing external sources of capital.



Innovation

Addresses new policy related activities and technology.



Sustainability & Resiliency

Sustains the City's financial present, while also tackling projects and programs that can position the City for future growth.

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Recommendations

That the Committee:

1. Receive and file a report on Phase 1 Sponsorship Asset Inventory and Valuation for potential naming rights of Riverside municipal buildings and other assets; and
2. Advise staff regarding the next phases of a naming rights program for the City of Riverside.



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