

Review of Table Sponsorship Policy & Riverside Public Utilities Table Sponsorship Expenditures

City Manager's Office

Economic Development Committee

August 22, 2024

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BACKGROUND

May 2024 – During the biannual City Sponsorship update, the Economic Development Committee requested that the Table Sponsorship Policy be brought back for review; specifically, Riverside Public Utilities (RPU) participation in table sponsorships.

City Sponsorship Program

October 2002 – City Sponsorship Program/Policy formalized by Arts and Cultural Affairs division.

*Table Sponsorships do not occur through the City Sponsorship Program

July 2016 – At the request of the Governmental Process Committee, a revised Sponsorship Program and supplemental guidelines for table sponsorships was approved by the City Council.



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TABLE SPONSORSHIPS

Organizations request sponsorships to raise funds for their activities, programs or a special event.

City Departments are engaged in table sponsorships to:

- 1. Receive public recognition and show support for an organization or event aligned with the departments' mission and goals
- Provide community outreach and market departments' services and programs to a certain audience
- 3. Attend an event where City staff and/or programs are being recognized

January 2019 – The City Council directed the City Manager's Office to create a new, standalone Table Sponsorship Policy.

March 2019 – The City Council approved the Table Sponsorship Policy that set forth procedures for departments to request approval for table sponsorships.



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TABLE SPONSORSHIP POLICY

- 1. Departments must submit table sponsorship requests to the City Manager for approval;
- 2. Table Sponsorships shall be reviewed by the City Council on the Consent Calendar in advance of the event;



- 3. A not-to exceed limit of \$1,000 per event or \$5,000 cumulative per fiscal year;
- The following Public Works Enterprise Funds are prohibited from being used for table sponsorships: Sewer Fund, Parking Fund, and Refuse Funds;
- 5. The City Manager's Office shall report table sponsorships to the City Council every six months for review;



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TWO AVENUES FOR TABLE SPONSORSHIPS

Table Sponsorship Policy



Services Agreement

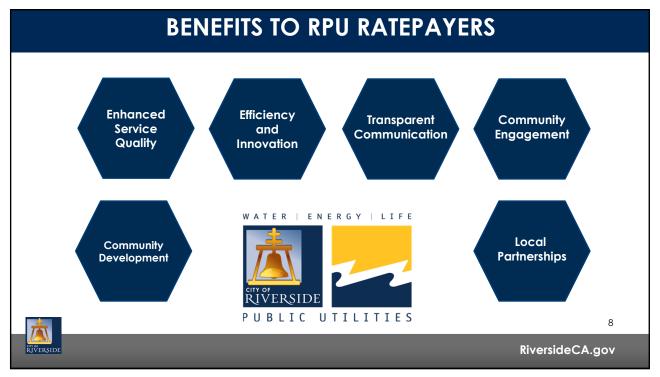
- Department submit request to City Manager via SharePoint portal for approval
- CMO reviews and approves
- Departments post notifications of events in shared calendar
- Enter into an agreement with an organization whereby the City agrees to sponsor a table at one or more events hosted by the organization
- e.g. Agreement with Greater Riverside Chambers of Commerce

When sponsoring a table via approved agreement, the limitations set forth in the Table Sponsorship Policy no longer apply.



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	Department	Description	Amount
	Public Utilities	KRCB Waterwise Landscape Sponsorship	\$3,000
		Business Expo/Mixer/Riv Forward	\$1,000
		Mega Mixer/Tradeshow/Job Fair	\$500
		GMR Sponsorship	\$1,850
		Legislative Summit	\$750
		Mayor's State of the City	\$750
		Inaugural Ball	\$1,500
		Athena Luncheon	\$1,000
		Leadership Riverside Luncheon	\$800
		Subtotal	\$11,150
	Community & Economic Development	Mayor's State of the City	\$750
	•	Subtotal	\$750
	Public Works	Mayor's State of the City	\$750
		Legislative Summit	\$750
		Subtotal	\$1,500
	Police	Mayor's State of the City	\$1,000
		Leadership Riverside Luncheon	\$8,00
		Subtotal	\$1,800



STRATEGIC PLAN ALIGNMENT

The City's sponsorship of tables at events aligns with **Strategic Priority No. 3 Economic Opportunity**, **goal 3.1** – Facilitate partnerships and programs to develop, attract, and retain innovative business sectors.

Cross-Cutting Threads



Community Trust







Equity



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RECOMMENDATIONS

That the Economic Development Committee:

- Receive an update on the Table Sponsorship Policy, Administrative Manual 01.027.00 and Riverside Public Utilities table sponsorship expenditures for FY 2022/23 and 2023/24; and
- 2. Provide direction for department participation in table sponsorships moving forward.



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