



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 10, 2020

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARD: 5

SUBJECT: DONATION AND NAMING RIGHTS AGREEMENT WITH SMARTRIVERSIDE FOR THE BOURNS FAMILY YOUTH INNOVATION CENTER AT ARLINGTON PARK IN THE AMOUNT OF \$50,000

ISSUE:

Approve the Donation and Naming Rights Agreement for the Bourns Family Youth Innovation Center at Arlington Park with SmartRiverside in the amount of \$50,000.

RECOMMENDATIONS:

That the City Council:

1. Approve the Donation and Naming Rights Agreement in the amount of \$50,000 with SmartRiverside, for naming rights to the Youth Innovation Center Informal Classroom at Arlington Park to read as the "SmartRiverside Idea Hub"; and,
2. Authorize the City Manager, or his designee, to execute all necessary documents and approve any future addendums to the agreements.

BACKGROUND:

As part of the Parks, Recreation and Community Services Department (PRCSD) and the Riverside Community Services Foundation's (RCSF) sponsorship campaign, staff reached out to local businesses and organizations including SmartRiverside. To gain SmartRiverside's support, a presentation was made by PRCSD Staff describing the Bourns Family Youth Innovation Center's (YIC) programming goals at their September 2019 board meeting. SmartRiverside was also invited to part-take at the YIC Gala, which took place October 30, 2019.

On October 19, 2019, SmartRiverside's Board voted to sponsor the YIC's informal Classroom space.

On August 18, 2020, City Council approved naming rights agreements with the Bourns Foundation in the amount of \$1,000,000; with Chris Mac Arthur, Linda Mac Arthur Ebie, Laurie

Mac Arthur Cook in the amount of \$50,000; and with Enoch and Windy Hwang in the amount of \$25,000 in monetary dollars and \$25,000 in in-kind services. Donations of cash and services total \$1.1 million of cash value for the Youth Innovation Center.

DISCUSSION:

The campaign goal is to raise \$2 million or more for an endowment fund to provide services, programs, and opportunities at the YIC for City residents at low or no cost. To reach the \$2 million goal, RCSF and PRCSO jointly created new opportunities to link a donor's name with the new facility. Naming rights opportunities range from the entire facility to individual rooms such as the sound and film studios, classrooms, lounge, courtyard, etc.

To date, PRCSO has received commitments from:

<u>Donor</u>	<u>Monetary Donation</u>	<u>Facility/Name</u>
Bourns Foundation	\$1,000,000	Name of Building
Mac Arthur Family	\$50,000	Classroom
Enoch and Windy Hwang	\$25,000	Computer Lab
SmartRiverside	\$50,000	Informal Classroom

SmartRiverside's commitment will fulfill the fourth naming right agreement through a \$50,000 donation in exchange for naming of the informal classroom to the "SmartRiverside Idea Hub." Their mission is to implement the vision of technology for the future by developing measurable, high-technology programs and initiatives that benefit Riverside youth, businesses, and local government.

The RCSF, with PRCSO support, will continue to do outreach and recruit additional partners and monetary supporters to reach the \$2 million goal. The center is scheduled to open Spring 2021, pending the Governor's orders regarding COVID restrictions.

FISCAL IMPACT:

SmartRiverside's donation of \$50,000 will be deposited into a RCSF restricted endowment fund for ongoing operations of the facility and provide scholarships to future participants.

Prepared by:	Adolfo Cruz, Parks, Recreation and Community Services 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:	Gary G. Geuss, City Attorney

Attachment: Naming Rights Agreement