CITY SPONSORSHIP PROGRAM FISCAL YEAR 2025/2026 EVENTS/PROJECTS FROM JULY 1 – DECEMBER 31, 2025

Parks, Recreation Community Services Department

Economic Development Committee

May 22, 2025

BACKGROUND

- City Sponsorship Program
  - Local non-profit organizations
  - City Funds and/or in-kind services
- Summer Application (July 31 deadline)
  - Events produced from January 1 – June 30
- Winter Application (January 31 deadline)
  - Events produced from July 1 – December 31

BACKGROUND – OTHER SPONSORSHIPS

Table Sponsorships

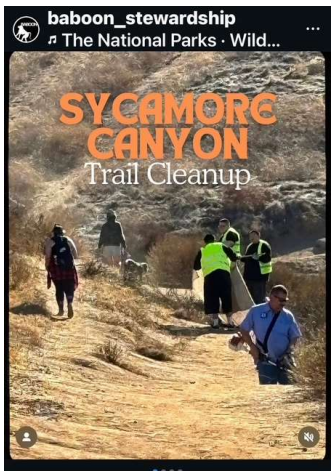
- Each City Sponsorship report to the City Council includes a summary of the previous six months' Table Sponsorships that have been distributed to events and generally involved event attendance by Department Personnel (none reported for July 1 – December 31, 2024)

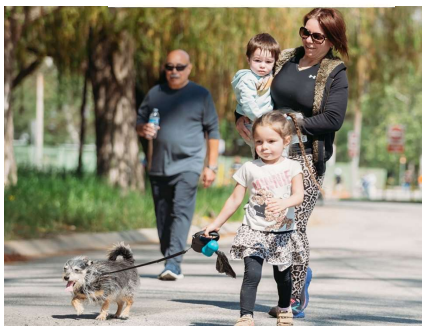
REQUIREMENTS

- City-Sponsored Events/Projects must:
  - Promote the City as a desirable destination
  - Enhance the quality of life for residents
  - Advance Riverside's multicultural community
  - Encourage neighborhood identity and pride
  - Promote cultural and artistic awareness
  - Include a significant outreach component
- All applicants must be IRS 501(c) nonprofit organizations
- Funds cannot be used for operational costs

CITY SPONSORSHIP APPLICANT FOCUS AREAS

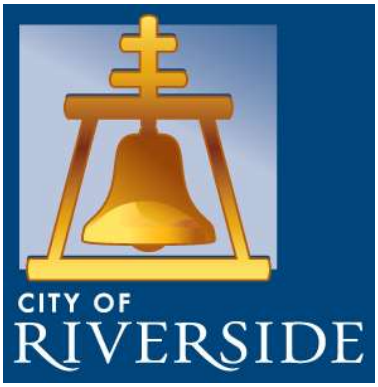
A SAMPLING OF CURRENT APPLICANTS





EXPECTATIONS

- Applicants are **invited to attend** a Sponsorship 101 Workshop
- Applicants are **required to submit written reports**



PROGRAM EVALUATION CRITERIA

1. Projected Attendance
2. Previous Attendance
3. History of Service to Community
4. Connection to the City Strategic Plan
5. Eligible Monetary Request (50%, 35%, or 20%, based on previous requests)
6. Projected Cost per Participant
7. Cultural Program
8. Diversity, Equity, Inclusion
   - Ability
   - Culture
   - Ethnicity
   - Families
   - Seniors
   - Children & Youth
9. Council Ward
10. Availability of Requested Resource

STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities

Arts, Culture & Recreation

Community Well-Being

Cross-Cutting Threads

Community Trust

Fiscal Responsibility

Sustainability & Resiliency

Equity

Innovation

9

RiversideCA.gov

RECOMMENDATIONS

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of July 1 – December 31, 2025;

2. Recommend that City Council approve City Sponsorship support, pending final budget approval for Fiscal Year 2025/2026, in the form of monetary funding and/or in-kind contributions of $140,537 for charitable and community events, which are produced by local non-profit organizations; and

3. Authorize the City Manager, or designee, to make non-substantive changes to the recommendations.

10

RiversideCA.gov