



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 14, 2021**

**FROM: ECONOMIC DEVELOPMENT, PLACEMAKING      WARDS: ALL**  
**& BRANDING/MARKETING COMMITTEE**

**SUBJECT: FISCAL YEAR 2021/22 CITY SPONSORSHIP PROGRAM, JANUARY 1, 2022 –**  
**JUNE 30, 2022, VALUE OF \$148,969**

## **ISSUE:**

Approve the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$148,969 for charitable and community events, which are produced by local non-profit organizations for the six-month period of January 1, 2022 – June 30, 2022.

## **RECOMMENDATION:**

That the City Council:

1. Receive, review, and provide input on staff recommendations for City Sponsorship support for the six-month period of January 1 – June 30, 2022; and
2. Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$148,969 for charitable and community events, which are produced by local non-profit organizations.

## **COMMITTEE RECOMMENDATION:**

The Economic Development, Placemaking & Branding/Marketing Committee met on November 18, 2021, with Chair Fierro, Vice Chair Hemenway, and Member Edwards present, to consider staff funding recommendations for City Sponsorship. After discussion, the Committee unanimously voted to recommend that the City Council approve staff recommendations for City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$148,969 for charitable and community events, which are produced by local non-profit organizations for the six-month period of January 1, 2022 - June 30, 2022.

## **BACKGROUND:**

The City Sponsorship Program (Program) provides local non-profit organizations with the opportunity to apply for City funds and/or in-kind services twice each fiscal year. The July 31 deadline covers applications for charitable and community events and meetings for the following

January 1 - June 30 funding cycle. The January 31 deadline covers applications for charitable and community events and meetings for July 1 - December 31.

Individual organizations were notified of the process via e-mail notifications in late spring and early summer, prior to the July 31, 2021 deadline, and staff led a Sponsorship 101 webinar in June 2021. The City Sponsorship Program Agreement and Guidelines are posted on the City's website and included as Attachment 1.

The Program is administered by the Community & Economic Development Department; fund availability from the Arts & Cultural Affairs Division Budget is as follows:

Arts & Cultural Affairs Budget for City Sponsorships, Fiscal Year 2021/2022	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Fall 2021/2022
\$135,545	\$73,150

### **DISCUSSION:**

The City Sponsorship Program (Program) provides local non-profit organizations with the opportunity to apply for City funds and/or in-kind services twice each fiscal year. The July 31 deadline covers applications for charitable and community events and meetings for the following January 1 - June 30 funding cycle. The January 31 deadline covers applications for charitable and community events and meetings for July 1 - December 31.

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The sponsorship applications were evaluated by various City departments based on each organization's ability to create or enhance its events in the spirit of Seizing Our Destiny, as indicated in the Sponsorship Program Agreement (Attachment 1). Other factors that were considered included projected attendance (virtual or live, as appropriate), event/organization history, event budget, and City Sponsorship history.

Forty-eight (48) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events to be produced from January 1, 2022 - June 30, 2022, and forty-seven (47) organizations are recommended as sponsorship recipients (Attachment 2). Seven applying organizations are new to the City Sponsorship application process (Attachment 3).

A component of the recommendations for sponsorship includes funding from Riverside Public Utilities (RPU), which is included in its budget, as well as in-kind sponsorship awards from the Fire Department; Library; Police Department; Parks, Recreation and Community Services

Department (PRCSD); and Riverside Public Utilities.

A summary of the recommended sponsorship values for Spring 2021/2022 appears below:

**Spring, 2021-2022, Recommended Funding**

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (RPU)	<b>Total Cash Sponsorships</b>	Total Value of In-Kind Sponsorships	<b>Total Value of Sponsorship SP 2021-2022</b>
\$73,150	\$5,700	<b>\$78,850</b>	\$70,119	<b>\$148,969</b>

RPU sponsored events provide additional outreach opportunities for RPU to provide ratepayers with information on energy and water rebate and efficiency programs as well as other public benefit programs.

All impacted Department Heads concur with this report: Chief, Fire Department (RFD); Director, Library; Chief, Police Department (RPD); Director, Parks, Recreation and Community Services Department (PRCSD); and General Manager, Riverside Public Utilities (RPU).

**STRATEGIC PLAN ALIGNMENT**

The City Sponsorship Program supports **Strategic Priority 1 – Arts, Culture, and Recreation** and specifically, **Goals 1.1 and 1.2**: learning, arts, culture, recreation, senior programs, and partnerships, as well as facilitation of requests for in-kind sponsorship related to various City amenities. Because of the diversity of requests, the Program also addresses **Goal 1.5**: programs and services related to literacy, health, and education for all ages. Strategic Priority 2 – Community Well-Being (**Goals 2.3 – 2.5**) are also addressed through programs related to the development of a sense of community, community engagement, neighborhoods, and partnerships.

This item aligns with EACH of the Cross-cutting Threads as follows:

**1. Community Trust:**

- Each round of City Sponsorship funding is documented fully in the reports that are presented to the Economic Development, Placemaking & Marketing/Branding Committee and to the City Council, including each request item and each staff recommendation item
- Sponsorship 101 workshops are offered to prospective applicants every six months to ensure that they are informed of the processes and requirements

**2. Equity:**

- As staff members evaluate applications, they give particular attention to organizations that seek to serve populations representing the diversity of Riverside
- Access is a key factor in the evaluation process; each event or project must include significant outreach, with a preference for events and projects that are offered at no cost to the participants, and those applicants that cannot do that must eliminate significant barriers to entry, usually by offering free or reduced admission prices for specific populations (children, students, veterans, and seniors)

**3. Fiscal Responsibility:**

- The City Sponsorship program is included in the Arts & Cultural Affairs Division operating budget, placing it directly within the sphere of accountability that encompasses each staff member's work, through the supervision of City Management, to the City Council
- The events and projects do not, generally, provide revenue directly to the City budget; however, sales tax revenue is generated through budget expenditures related to the production of each event or project and through the commerce generated by an event or project participants
- Additionally, these Sponsorship dollars are leveraged through the funded projects to provide community-enhancing activities throughout the calendar year, which multiply the value and impact of those dollars
- On average, the non-profit organizations that spend the City's Sponsorship dollars utilize about one City dollar per each person who receives services, based on the estimated number of individuals served through these Sponsorship-funded programs and across a broad spectrum of causes

**4. Innovation:**

- Because the Program operates through two rounds of funding each year, there is a broad opportunity for applicants to innovate in response to community needs, new trends, and fresh inspiration
- The frequency of the application process encourages innovation because it mitigates risk in a way that a project of longer duration cannot, and that frequency also allows for flexibility in response to emerging needs in the community
- The Program provides opportunities (primarily during the Sponsorship 101 Training) for non-profits to interact, opening doors to innovation through collaborations and partnerships

**5. Sustainability & Resiliency:**

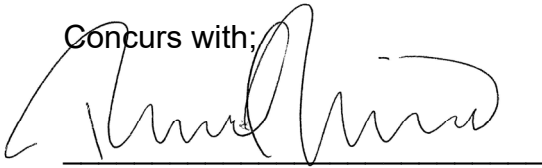
- Funded projects promote the health of our nonprofit community, which makes this an investment in the capacity of the nonprofit community, as well as an investment in each life served by that community
- The non-profit organizations in our community represent such broad and diverse areas of interest that they serve as a barometer of need in the community

**FISCAL IMPACT:**

The total fiscal impact of this action is \$148,969, with \$78,850 in monetary contributions (\$73,150 from the Arts & Cultural Affairs Division of the Community & Economic Development Department and \$5,700 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$70,119. Sufficient funds are available in the General Fund, Arts & Cultural Affairs Division City Sponsorship Account No. 2850000-450302 and Riverside Public Utilities Account No. 6020000-456022.

Prepared by:	David Welch, Community & Economic Development 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:	Phaedra A. Norton, City Attorney

Concurs with;

A handwritten signature in black ink, appearing to read 'Ronaldo Fierro', written over a horizontal line.

Ronaldo Fierro, Chair

Economic Development, Placemaking & Branding/Marketing Committee

Attachments:

1. Program Agreement/Guidelines
2. Staff Funding Recommendations for Spring, 2021-2022
3. Brief Summaries of New Applicant Organizations