

CITY SPONSORSHIP PROGRAM FISCAL YEAR 2022-2023, SPRING CYCLE

Community & Economic Development Department

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

November 17, 2022

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BACKGROUND

- City Sponsorship Program
 - Local non-profit organizations
 - City Funds and/or in-kind services
- Applications accepted twice a fiscal year
 - Summer application (July 31 deadline) - charitable and community events produced from January 1 – June 30
 - Winter application (January 31 deadline) charitable and community events produced from July 1 – December 31



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BACKGROUND (CONT.)

- City-Sponsored Events/Projects must:
 - Promote the City as a desirable visitor destination, place to live, and do business
 - Enhance the quality of life for residents
 - Advance Riverside's commitment to being a multicultural community
 - Encourage neighborhood identity and pride and promote cultural and artistic awareness
 - Include a significant outreach component
- Each applicant must be a registered IRS 501(c) nonprofit
- Funds cannot be used for operational costs



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DISCUSSION

- Applicant Focus Areas:
 - Arts/Humanities
 - Community Food Access
 - Community Service
 - Culture
 - Education
 - Health/Fitness/Athletics
 - Specific Populations (Seniors/Youth/Differently-Abled)



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SAMPLING OF PAST SPONSORSHIP PROJECTS



20TH ANNUAL FREE BACKPACK GIVE AWAY!

Saturday July 30th, 2022
8am – 12pm
BORDWELL PARK

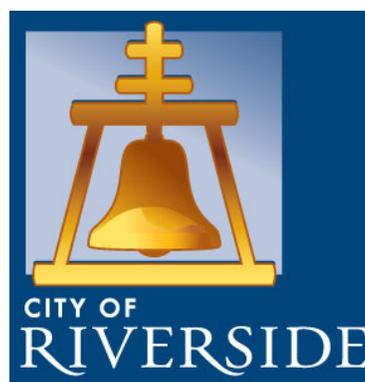


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EXPECTATIONS

- Applicants are **invited to attend** a Sponsorship 101 Workshop
- Applicants are **required to submit written reports** (within 60 days of project completion)



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PROGRAM EVALUATION CRITERIA

<ol style="list-style-type: none"> 1. Projected Attendance 2. Previous Attendance (if applicable) 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, as outlined in the Sponsorship Guidelines) 	<ol style="list-style-type: none"> 6. Projected Cost per Participant 7. Cultural Program 8. Diversity, Equity, Inclusion <ul style="list-style-type: none"> – Ability – Culture – Ethnicity – Families – Seniors – Children & Youth 9. Council Ward 10. Availability of Requested Resource
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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


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RECOMMENDATIONS

That the Economic Development, Placemaking and Branding/Marketing Committee:

- Review and provide input on the criteria used by City Departments in evaluating City Sponsorship applications;
- Review staff recommendations for the City Sponsorship Program for the six-month period of January 1, 2023 – June 30, 2023; and
- Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$144,901 for charitable and community events, which are produced by local non-profit organizations.



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