



CITY SPONSORSHIP PROGRAM FISCAL YEAR 2023-2024, FALL CYCLE

Community & Economic Development Department

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

May 18, 2023

RiversideCA.gov

1

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



2

RiversideCA.gov

2

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



3

RiversideCA.gov

3

DISCUSSION

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



4

RiversideCA.gov

4

SHOWCASING PAST AND CURRENT APPLICANTS

Riverside Children's Theater



County of Riverside Juneteenth Celebration



Riverside Arts Academy



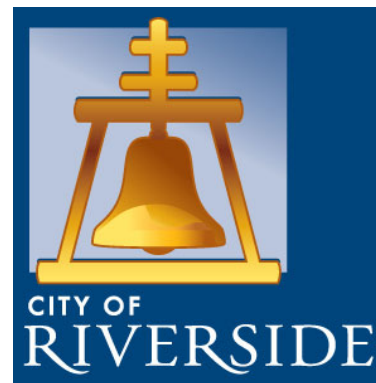
5

RiversideCA.gov

5

EXPECTATIONS

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



6

RiversideCA.gov

6

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 |
|---|--|



TABLE SPONSORSHIP SUMMARY, JULY – DECEMBER, 2022

Event Name	Department	Event Description	Event Date	Sponsorship Amount
Greater Riverside Chambers of Commerce Legislative Summit	Riverside Public Utilities	The Chamber hosts this annual forum giving Chamber members and local business leaders the opportunity to meet with peers and state policy experts to focus on priority legislative issues facing California business.	10/14/2022	600.00
Latino Network's 24th Annual Nuestra Navidad Breakfast	Police	Benefits local community programs, scholarships, educational programs, cultural events and Latino Network leadership programs including the Latino Network Leadership Institute, HOPE Leadership and History Day conference, and Biannual Leadership Conference.	12/14/2022	555.00
				Total: \$1,155.00



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

9

RECOMMENDATIONS

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

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of July 1 – December 31, 2023;
2. Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$127,904 for charitable and community events, which are produced by local non-profit organizations; and
3. Receive and file biannual Table Sponsorship report for July 1, 2022 – December 31, 2022.



10

RiversideCA.gov

10