



## **CITY SPONSORSHIP PROGRAM FISCAL YEAR 2023-2024, SPRING CYCLE**

**Community & Economic Development Department**

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

November 2, 2023

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## **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



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## 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



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## 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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## PAST AND CURRENT APPLICANTS



16,040

*Diapers*

WERE PROVIDED  
ON SATURDAYS  
DISTRIBUTION  
DAY!!

Junior League of  
Riverside  
Diaper Distribution



West Coast  
Thunder 2023



Spanish Town  
Heritage Foundation  
Riverside Tamale  
Festival



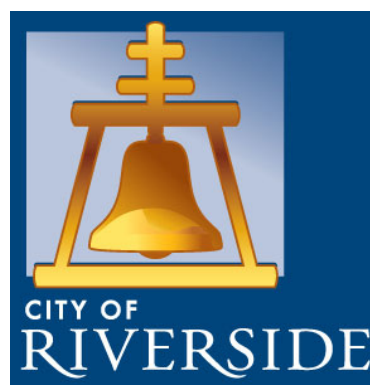
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## EXPECTATIONS

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




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## PROGRAM EVALUATION CRITERIA

<ol style="list-style-type: none"> <li>1. Projected Attendance</li> <li>2. Previous Attendance</li> <li>3. History of Service to Community</li> <li>4. Connection to the City Strategic Plan</li> <li>5. Eligible Monetary Request (50%, 35%, or 20%, based on previous requests)</li> </ol>	<ol style="list-style-type: none"> <li>6. Projected Cost per Participant</li> <li>7. Cultural Program</li> <li>8. Diversity, Equity, Inclusion                     <ul style="list-style-type: none"> <li>– Ability</li> <li>– Culture</li> <li>– Ethnicity</li> <li>– Families</li> <li>– Seniors</li> <li>– Children &amp; Youth</li> </ul> </li> <li>9. Council Ward</li> <li>10. Availability of Requested Resource</li> </ol>
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## STRATEGIC PLAN ALIGNMENT

### Envision Riverside 2025 Strategic Plan Priorities




Arts, Culture & Recreation



Community Well-Being

### Cross-Cutting Threads

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Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation


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## RECOMMENDATIONS

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of January – June, 2024
2. Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$199,616 for charitable and community events, which are produced by local non-profit organizations; and
3. Receive and review Table Sponsorship report for January – June 2023



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