



CITY SPONSORSHIP PROGRAM FISCAL YEAR 2024/2025 – FALL CYCLE

Community & Economic Development Department

Economic Development Committee

May 23, 2024

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1

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



2

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2

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



3

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3

APPLICANT FOCUS AREAS



EDUCATION



Culture



Feeding Programs

COMMUNITY SERVICES



Art/Humanities

Specific Populations
(Differently-Abled/Youth/Seniors)

Military
Appreciation



Health/Fitness/Athletics



4

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4

A SAMPLING OF CURRENT APPLICANTS



Science and Technology
Partnership



Aquamation Ability Foundation



Community
Health Systems



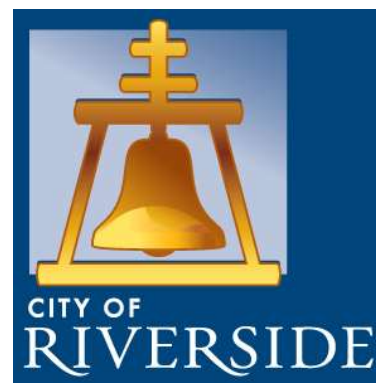
5

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5

EXPECTATIONS

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



6

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6

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



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7

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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8

8

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, 2024; and
2. Recommend that the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$143,324 for charitable and community events, which are produced by local non-profit organizations; and
3. Approve a \$25,000 sponsorship to the Riverside African American Historical Society, for renovations to the Martin Luther King, Jr. monument and surrounding area.
4. Receive and file Table Sponsorship report for July 1 – December 31, 2023.
5. Authorize the City Manager, or his designee, to make non-substantive changes to the recommendations.



9

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