

## CITY SPONSORSHIP PROGRAM FISCAL YEAR 2024/2025 – FALL CYCLE

Community & Economic Development Department

### Economic Development Committee

May 23, 2024

RiversideCA.gov

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

RiversideCA.gov

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

RiversideCA.gov

3

# APPLICANT FOCUS AREAS



**EDUCATION**



Culture



Feeding Programs

**COMMUNITY SERVICES**



Art/Humanities

Specific Populations  
(Differently-Abled/Youth/Seniors)

Military  
Appreciation



Health/Fitness/Athletics



4



RiversideCA.gov

4

## A SAMPLING OF CURRENT APPLICANTS



Science and Technology Partnership



Aquamotion Ability Foundation



Community Health Systems



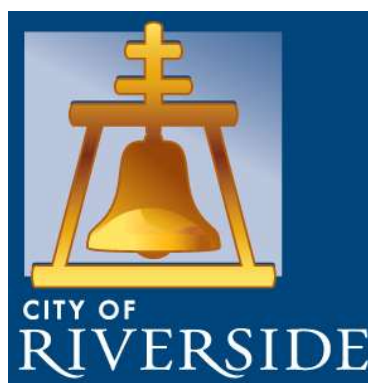
5

RiversideCA.gov

5

## EXPECTATIONS

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



6

RiversideCA.gov

6

## 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> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



## 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



## 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

RiversideCA.gov