



Review of Table Sponsorship Policy & Riverside Public Utilities Table Sponsorship Expenditures

City Manager's Office

Economic Development Committee
September 19, 2024

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BACKGROUND

May 2024 – During the biannual City Sponsorship update, the Economic Development Committee requested that the Table Sponsorship Policy be brought back for review; specifically, Riverside Public Utilities (RPU) participation in table sponsorships.

City Sponsorship Program

October 2002 – City Sponsorship Program/Policy formalized by Arts and Cultural Affairs division.

***Table Sponsorships do not occur through the City Sponsorship Program**

July 2016 – At the request of the Governmental Process Committee, a revised Sponsorship Program and supplemental guidelines for table sponsorships was approved by the City Council.



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TABLE SPONSORSHIPS

Organizations request sponsorships to raise funds for their activities, programs or a special event.

City Departments are engaged in table sponsorships to:

1. Receive public recognition and show support for an organization or event aligned with the departments' mission and goals
2. Provide community outreach and market departments' services and programs to a certain audience
3. Attend an event where City staff and/or programs are being recognized

January 2019 – The City Council directed the City Manager's Office to create a new, standalone Table Sponsorship Policy.

March 2019 – The City Council approved the Table Sponsorship Policy that set forth procedures for departments to request approval for table sponsorships.



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TABLE SPONSORSHIP POLICY



1. Departments must submit table sponsorship requests to the City Manager for approval;
2. Table Sponsorships shall be reviewed by the City Council on the Consent Calendar in advance of the event;
3. A not-to exceed limit of \$1,000 per event or \$5,000 cumulative per fiscal year;
4. The following Public Works Enterprise Funds are prohibited from being used for table sponsorships: Sewer Fund, Parking Fund, and Refuse Funds;
5. The City Manager's Office shall report table sponsorships to the City Council every six months for review;













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TABLE SPONSORSHIP BENEFITS


 <p>Visibility and Public Relations</p>	 <p>Marketing and Promotion</p>	
 <p>Networking</p>	 <p>Brand Exposure</p>	 <p>Morale and Team Building</p>
 <p>Enhanced Relationships with Partners</p>	 <p>Supporting the Local Economy</p>	
 <p>Supporting Community Initiatives</p>	 <p>Access to Industry Information and Insights</p>	


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TWO AVENUES FOR TABLE SPONSORSHIPS

<p style="text-align: center;"><u>Table Sponsorship Policy</u></p> <ul style="list-style-type: none"> Department submit request to City Manager via SharePoint portal for approval CMO reviews and approves Departments post notifications of events in shared calendar 		<p style="text-align: center;"><u>Services Agreement</u></p> <ul style="list-style-type: none"> Enter into an agreement with an organization whereby the City agrees to sponsor a table at one or more events hosted by the organization e.g. Agreement with Greater Riverside Chambers of Commerce
<div style="background-color: #003366; color: white; padding: 10px; border-radius: 10px; margin: 10px auto; width: 80%;"> <p>When sponsoring a table via approved agreement, the limitations set forth in the Table Sponsorship Policy no longer apply.</p> </div>		



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TABLE SPONSORSHIPS VIA AGREEMENT

Since November 2019, the City has had an agreement in place with the Greater Riverside Chamber of Commerce that includes participation in the following table sponsorships:

***These are the only events sponsored by RPU**




Department	Description	Amount
Public Utilities	KRCB Waterwise Landscape Sponsorship	\$3,000
	Business Expo/Mixer/Riv Forward	\$1,000
	Mega Mixer/Tradeshow/Job Fair	\$500
	GMR Sponsorship	\$1,850
	Legislative Summit	\$750
	Mayor's State of the City	\$750
	Inaugural Ball	\$1,500
	Athena Luncheon	\$1,000
	Leadership Riverside Luncheon	\$800
Subtotal		\$11,150
Community & Economic Development	Mayor's State of the City	\$750
	Subtotal	
Public Works	Mayor's State of the City	\$750
	Legislative Summit	\$750
	Subtotal	
Police	Mayor's State of the City	\$1,000
	Leadership Riverside Luncheon	\$800
	Subtotal	


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BENEFITS TO RPU RATEPAYERS




Enhanced Service Quality




Efficiency and Innovation



Transparent Communication





Community Engagement




Community Development


WATER | ENERGY | LIFE

PUBLIC UTILITIES



Local Partnerships



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STRATEGIC PLAN ALIGNMENT

The City's sponsorship of tables at events aligns with **Strategic Priority No. 3 Economic Opportunity, goal 3.1** – Facilitate partnerships and programs to develop, attract, and retain innovative business sectors.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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RECOMMENDATIONS

That the Economic Development Committee:

1. Receive an update on the Table Sponsorship Policy, Administrative Manual 01.027.00 and Riverside Public Utilities table sponsorship expenditures for FY 2022/23 and 2023/24; and
2. Provide direction for department participation in table sponsorships moving forward.



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Questions?

