



CITY OF RIVERSIDE



CITY COUNCIL MEMORANDUM

People Serving
People

HONORABLE MAYOR AND CITY COUNCIL

DATE: July 27, 2004

ITEM NO: 85

SUBJECT: RECOMMENDATIONS FROM SPECIAL EVENTS AD HOC TASK FORCE

BACKGROUND:

On March 16, 2004 the City Council requested Councilman Betro to convene a Task Force of community groups interested in downtown special events. The purpose of the Task Force was to evaluate existing means of coordinating Downtown events and to report back to Council regarding any recommended changes within 60 days. On March 29, Councilman Betro invited representatives from non-profit, for-profit and government organizations involved in sponsoring these events to come together. (See membership, Attachment 1). On April 7, as part of the initial meeting, members walked the Riverside Wednesday Night event to observe an event "in action." Subsequent meetings were held in April, May and June. Examples of topics discussed by the Task Force included:

- Desirable event characteristics – types; locations; audiences; public benefit; consistency with City branding and economic development efforts; relationship to restaurants and retailers at event locations; relationship to public art efforts
- Existing policy/procedures regarding City sponsorship of events (cash and in-kind services)
- Existing policy/procedures regarding event organizers' responsibility for clean-up, security, etc
- Improved centralization/ coordination of special events within City Hall

The Special Events Task Force developed recommendations related to these items which are summarized below. *It should be noted that while the group's initial focus was on the downtown area, the Task Force is suggesting that their recommendations be applied citywide.*

Current policy assigns coordination of the application process to the OMB. The Task Force is recommending that a department more involved with public relations, image-building and event planning – as opposed to the budget administration process - be assigned this responsibility to support a more comprehensive and proactive approach to Riverside events. Two possible options were suggested: the Office of Communications or the Economic Development Division. The Task Force recommends that the newly designated department be responsible for:

- 1) Overseeing the City's sponsorship policy, including ensuring that sponsorship criteria emphasizes image-enhancement, economic development and quality of life themes
- 2) Administering applications for sponsorship (cash and in-kind services) including coordinating city departments' participation in event selection and support, as appropriate
- 3) Administering a centralized sponsorship budget
- 4) Coordinating publication of a community events calendar

The Task Force is also recommending that the City establish a *Special Events Advisory Committee* which could be composed of local residents with professional experience in special event production and/or elected officials. The Special Events Advisory Committee would receive staff support from the assigned coordinating department and would be responsible - in some capacity yet to be fully defined - for:

- 1) Endorsing city sponsorship policy
- 2) Prioritizing sponsorship applications

- 3) Recommending events for sponsorship
- 4) Offering mentoring to organizations interested in promoting new events
- 5) Monitoring sponsored events for fulfillment of performance obligations per their application

The Task Force recognizes that the above recommendations are of a very broad nature and require further analysis to determine their viability as well as the most effective and efficient means of implementation. The recommendations have potentially significant impacts in the areas of City staffing and related workloads, budgets/funding for events, interdepartmental relationships, specific role of the Advisory Committee, and general customer service. However, the Task Force is recommending that Council receive this initial input and direct staff to take the appropriate steps to flush out the pertinent policy and procedural issues, and return to Council with specific implementation recommendations.

FISCAL IMPACT:

The Task Force's recommendations have potentially significant fiscal impacts. These impacts cannot be quantified until specific policy and procedural items are ironed out per the process recommended above. In general, fiscal impacts would fall into the following 2 categories:

1) Staffing Costs

Staffing costs will depend upon where the special event coordination function is located, the scope of the coordination function and related workload, and what types of resources would need to be added - if any - to support any additional workload

2) City Sponsorship Costs

The Task Force is recommending that a centralized special events budget be created. This recommendation raises major questions regarding how this would impact various departments that currently program funds for their respective events and public relations activities, as well as how it would impact funds programmed within the non-departmental budget as part of the annual city budget process. These issues will need to be flushed out before overall budget impacts can be quantified.

ALTERNATIVES:

Continue to operate per existing policy.

TASK FORCE RECOMMENDATIONS:

That the City Council consider the recommendations of the Ad Hoc Special Events Task Force to:

- 1) Assign a Special Events coordination function to a department better aligned with the City's public relations and image-building efforts
- 2) Establish a centralized Special Events budget to be managed by the newly designated department
- 3) Create a Special Events Advisory Committee to work with the designated Department to flush out policies and procedures needed to implementing the preceding two recommendations

STAFF RECOMMENDATIONS:

Staff participated on Councilman Betro's Special Events Ad Hoc Task Force and agrees with the need to strengthen centralization of special event coordination. It is important to note that *neither the Task Force's nor staff's recommendation is that the city be directly involved in coordinating events* (although there might be certain exceptions), but rather that the City provide a "central command point" to coordinate general Special Event related policy and processes. Typically, this type of Special Event coordination responsibility is aligned with a City's Office of Communications. Recently the responsibility for coordinating applications for City sponsorship of special events has been reassigned to the Parks and

Recreation Department. In light of this recent action which may address in part the concerns expressed by the Task Force above, and in light of the fact that the Task Force recommendations raise a number of significant policy, procedural and budget related issues, staff recommends that Council refer the Task Force recommendations to an interdepartmental committee for further analysis. Specifically, staff recommends that Council:

- 1) Direct staff to form an Interdepartmental Special Events Committee composed of the Communications Officer, OMB Director, Economic Development Manager, RPU Marketing Manager/ RPU Special Events Coordinator, and the Parks and Recreation Department Director to analyze the Task Force recommendations and to prepare a recommended action plan which addresses the Task Force concerns,
- 2) Direct the Interdepartmental Special Events Committee to take the recommended Plan back to Councilman Betro's Ad Hoc Task Force for review and comment within 60 days.
- 3) Direct the Interdepartmental Committee to then take the Implementation Plan to the Development Committee for review and comment; and
- 4) Direct the Governmental Affairs Committee to present a final implementation proposal to the City Council

Prepared by:


Cheryl Dye
Economic Development Manager

Approved by:


George Carvalho
City Manager

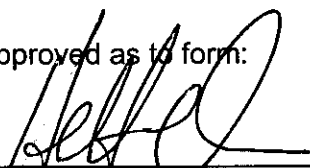
Concurs with:


Councilman Betro

Concurs With:


Paul C. Sundeen
Finance Director

Approved as to form:


For Gregory P. Priamos
City Attorney

Attachment: #1 Riverside City Council Special Events AD HOC Task Force
Attachment #2 City of Riverside's City Council Policy on Sponsorships

Riverside Special Events AD HOC Task Force

Member	Organization	Title	Address	Email	Phone#
Dom Betro	Councilman- Ward 1	Councilman	3900 Main St, 92522	dbetro@riversideca.gov	909.826.5991
Kim Davidson-Morgan	Davidson/Mundy Consulting	Principal	3811 Market St, 92509	kmorgant@aol.com	909.341.9225
Lynn Diamdopolus	Athena Research	President/CEO	6700 Indiana Ave #270, 92506	Lynn@athenamarketresearch.com	909.369.0800
Cheryl Dye	City of Riverside Dev. Dept.	Economic Development Manager	3900 Main Street, 92522	Cdye@riversideca.gov	909.826.5665
Daniel Foster	Riverside Art Museum	Executive Director	3425 Mission Inn Ave, 92501	dfoster@riversideartmuseum.org	909.684.7111
Silia Hatzl	Riverside Orange Blossom Festival	President/CEO	3750 Market Street, 92501	enosl@aol.com	909.782.9326
Brian Pearcy	Riverside Chamber-Downtown Division	President	14745 Riverside Drive, 92518	bpearcy@bpearcy.law	909.686.1584
Janice Penner	Riverside Downtown Partnership	Executive Director	3666 University Ave Suite #100, 92501	rdpjp@pe.net	909.781.7339
Bonavita Quinto	Greater Riverside Hispanic Chamber	President	6730 Brockton Ave, 92501	bonavita.quinto@trcc.edu	909.682.7422
Cindy Roth	Riverside Chamber of Commerce	President/CEO	3985 University Ave, 92501	croth@riverside-chamber.com	909.683.7100
Mike Soccio	Riverside County District Attorney Office	Deputy Chief District Attorney	4075 Main St, 92501	msoccio@co.riverside.ca.us	909.955.5400
Sarah Suvekrup-Mundy	Davidson/Mundy Consulting	Principal	3811 Market St, 92501	ssmmig@charter.net	909.341.9225
Don Tucker	Farmer Boys	Director of Finance	3452 University Ave, 92501	dtucker@farmerboys.com	909.275.9900
Ron Vervick	Whiteside Manor	Executive Director	2743 Orange Street, 92501	ronvervick@yahoo.com	909.788.9515
Paula Willette	Orange Blossom Festival	General Manager	P.O. Box 1160, Wildomar, 92595	obfestival@aol.com	909.674.4506

ATTACHMENT 1#



"People Serving
People"

CITY OF RIVERSIDE



October 28, 2003

Subject: City of Riverside's City Council Policy on Sponsorships

Dear Community Leader,

Last year, Riverside's City Council approved a new sponsorship policy to address requests for City funding or in-kind services for local special events and community programs. In accordance with this policy, the City of Riverside will be accepting applications for sponsorship consideration through **December 19, 2003**, to help support events or programs scheduled between July 1, 2004, through June 30, 2005.

Sponsorship requests for funding or in-kind services from any city department i.e. Public Utilities, Police, Public Works, etc. must be submitted to the City of Riverside, Office of Management and Budget. All applications received will be reviewed and evaluated according to the *City Council Policy on Sponsorships*. A copy of the policy is enclosed with this letter, along with the application forms. Please read the policy carefully, as it contains valuable information. For your convenience, you may also submit your application for sponsorship online at www.riverside-ca.org; go to E-Services, and then click on Application for Sponsorship under Application Forms.

For sponsorship consideration, please submit your completed application no later than December 19, 2003, to the City of Riverside, Office of Management and Budget, 3900 Main Street, 6th Floor, Riverside, CA 92522.

If you should have any questions about the sponsorship policy or the application process, please contact Shari Call at 826-5403 in the City's Office of Management and Budget.

Sincerely,

George A. Carvalho
City Manager

OFFICE OF THE CITY MANAGER

3900 MAIN STREET • RIVERSIDE, CALIFORNIA 92522 • (909) 826-5553
www.riverside-ca.org

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ATTACHMENT #2



City Council Policy on Sponsorships

I. Purpose of the Policy

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Riverside funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an important role in supporting our community to market and promote the products and services of Riverside Public Utilities (RPU), as well as to promote the tourism and economic development efforts of the City. For this reason, certain criteria and application requirements may differ slightly for organizations applying for sponsorships from Riverside Public Utilities. It should also be noted that the City Council Policy on Sponsorships does not apply to sponsorship activities *initiated* by the City for strategic marketing purposes to promote business attraction, expansion, and retention.

II. Goals and Objectives

Sponsorship of funds or in-kind services (includes, but is not limited to, contributions of staff, equipment or other services, booth participation, utility bill insertion, bottled water or promotional items) will be considered for special events, community projects or programs designed to accomplish one or more of the following goals and objectives:

- *Promote the City of Riverside as a desirable place to live, visit and do business in.*
- *Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.*
- *Enhance the quality of life and well being of the citizenry.*
- *Advance the City's commitment to and pride in being a multicultural community.*
- *Encourage the development of neighborhood identity and pride.*
- *Promote cultural and artistic awareness among the citizenry.*

Additionally, applicants to Riverside Public Utilities for sponsorship of special events, community projects or programs must further RPU's goals and objectives in one or more of the following areas:

- *Customer Education and Information:* Increases customer awareness through community involvement to educate and inform them of the department's electric and water low rates, supply and reliability, current energy and water issues, customer services, safety, research and development projects, renewable energy resources, conservation measures, incentive programs, and other utility related efforts.
- *Customer Relations/Communications/Branding:* Strengthens the department's ties and support of its residential and business customers as well as legislative members within our community by building better customer relations, communications and branding of our locally controlled public power and water utility, and the benefits it provides to the community.

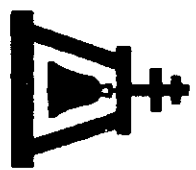
7. The purpose of the special event, community project or program is not organized around political or religious themes, but serves as a benefit to the City of Riverside community as a whole.
8. The nonprofit corporation will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
9. All the application requirements under this policy have been followed.

IV. Application/Award Process

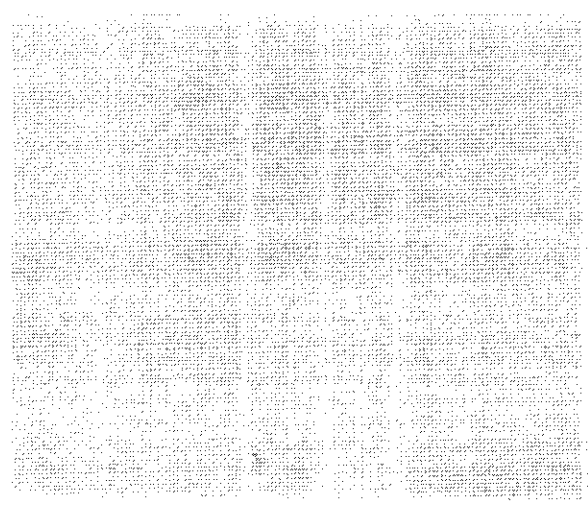
1. An application for sponsorship is required for all organizations requesting city funding or in-kind services from the City of Riverside. Applications are administered through the Office of Management and Budget during the annual application for sponsorship process (October – December).
2. Organizations must apply each year for funds or in-kind services, unless a multi-year sponsorship agreement is executed. With certain exceptions for start-up programs it is not the intention of the City to be a continuing title sponsor or single top contributor for any special event, community project or program.
3. Applications for sponsorship are due on or before December 19, 2003, for funding or in-kind services to be used toward an event, program, or project occurring between July 1, 2004, and June 31, 2005. One application will be accepted per organization per fiscal year. Some limited exceptions may be made.
4. All applications will be reviewed and evaluated according to the sponsorship guidelines stated herein or the organization's ability to advance the City's goals and objectives and meet all the criteria. Special attention is given to the number of city of Riverside customers reached, the direct feedback received from customers as a result of participation, and the ability to enrich the character and quality of life of its customers. Additionally, the value of the Riverside Public Utilities' presence versus another electric or water provider will be a consideration for granting funding or in-kind services by Riverside Public Utilities. Prior year performance and demonstrated fiscal responsibility will also be considered in the decision.
5. Sponsorships in the form of in-kind police services shall be provided at the amount approved in the budget process, regardless as to whether the Chief of Police, or his or her designee, requires an alteration to the Security Plan to provide greater security measures. Police services required over and above the granted amount shall be covered at the applicant's expense and in accordance with Special Events Ordinance (Municipal Code, Chapter 2.28).
6. Approval for any sponsorship is not guaranteed, and is subject to the availability of funds or in-kind services. All targeted funding sources must be listed on the application. The receipt of City funding from more than one City funding source including the City Arts Grants Program administered through the Riverside Arts Council is typically discouraged. Funding allocation may be adjusted if additional funds are obtained from other City departments. The City Manager will make the recommendation for funding to the City Council for consideration and approval.

CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522

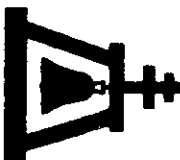


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Jim Davidson - Mayor
3811 Market St
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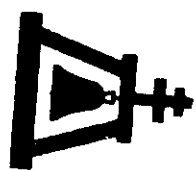
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CITY OF *Riverside*
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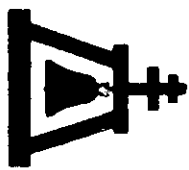
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*David Foster
Riverside City Museum
3425 Mission Ave
Riverside, Ca 92501*

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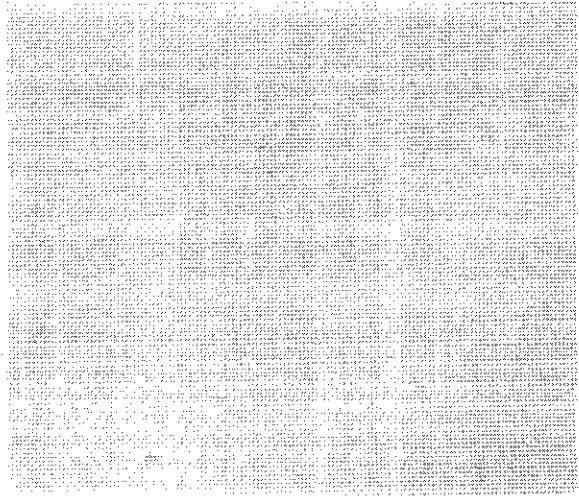
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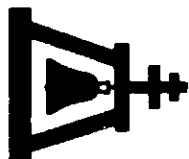


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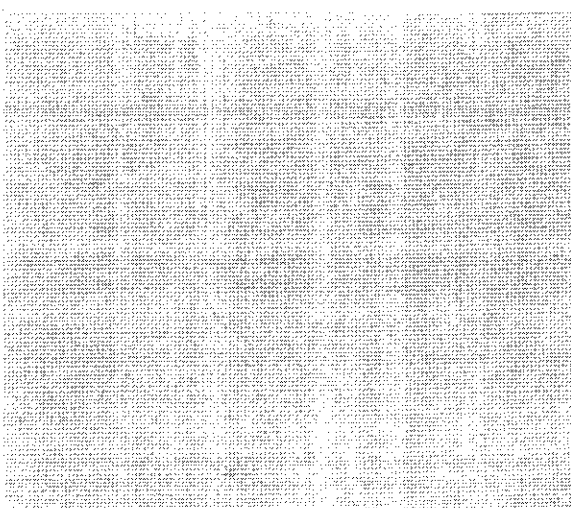


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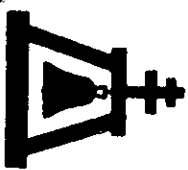
*Brian D. Dancy, Sr.
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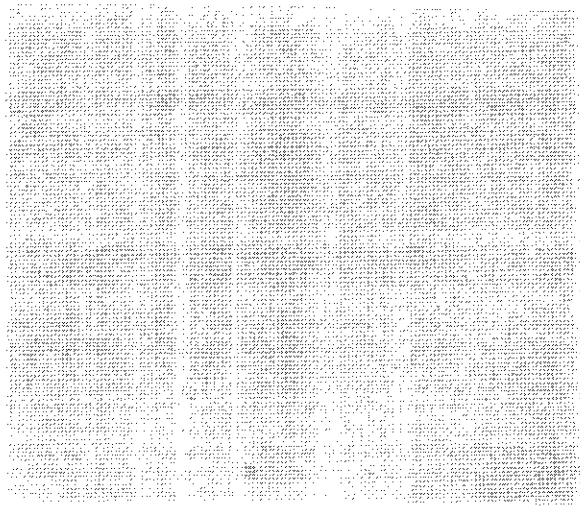
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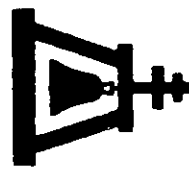


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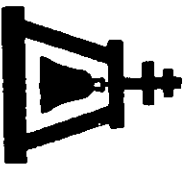
*Bonavita Quinto
Quinto Riverside Planning
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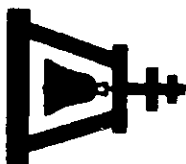
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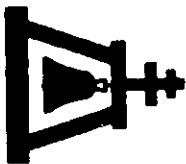


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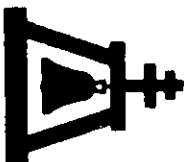


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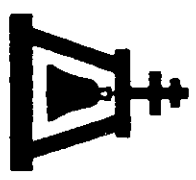
Don Tucker
3452 University Ave
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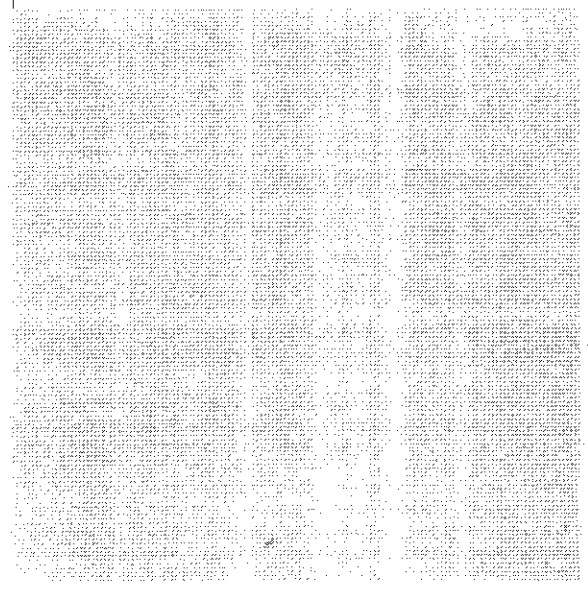
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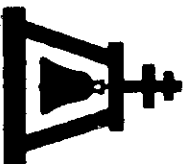
Ken Verrill
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