

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: March 6, 2007**

FROM: DEVELOPMENT DEPARTMENT **ITEM NO: 19**

WARD: All

SUBJECT: PROPOSED CITY SPONSORSHIP PROGRAM AND PROCEDURES FOR FISCAL YEAR 2007/08

ISSUE

The issue before the City Council is whether to support the recommendation of the Development Committee to approve the attached City Sponsorship Program and Procedures for Fiscal Year 2007/08 (Exhibit "A").

RECOMMENDATION

That the City Council:

Approve the attached City Sponsorship Program and Procedures for Fiscal Year 2007/08 (Exhibit "A").

COMMITTEE RECOMMENDATION

At its February 22, 2007, meeting (all members present), the Development Committee reviewed the City Sponsorship Program. The Development Committee supported staff's recommendation to implement the City Sponsorship Program.

BACKGROUND

At the Development Committee's January 18, 2007, meeting staff was directed to expand the report for the City Sponsorship Program for funding to outside organizations for special events and/or programs. Staff met with the Special Events Advisory Committee on January 24, 2007, to review the proposed wording for the City Sponsorship Program.

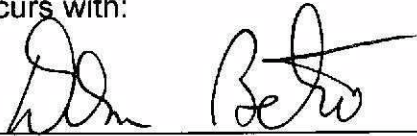
City Sponsorship Program implementation and management was handled by the Office of Management and Budget until Fiscal Year 2006/07, when the Development Department was tasked with the management responsibility. During 2006/07, staff found that many organizations did not know of or were not aware of the deadline that had been in December of the preceding year. Many requests for sponsorship came in after that deadline. To support the organizations in a timely manner, to maximize the funds, and to facilitate the management of the requests, staff recommends the changes to the City Sponsorship Program contained in the attachment.

FISCAL IMPACT

There is no fiscal impact associated with this report other than staff time.

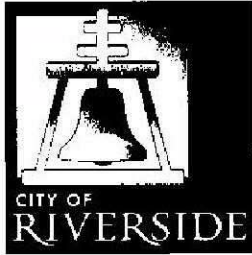
Submitted by: Belinda J. Graham, Development Director
Certified as to
availability of funds: Paul C. Sundeen, Assistant City Manager/CFO/Treasurer
Approved by: Michael J. Beck, Assistant City Manager
for Bradley J. Hudson, City Manager
Approved as to form: Gregory P. Priamos, City Attorney

Concurs with:

A handwritten signature in black ink, appearing to read 'Dom Betro', is written over a horizontal line.

DOM BETRO
Development Committee Chair

Attachments: Proposed City Sponsorship Program (Exhibit "A")



Proposed Program on City Sponsorships

I. Purpose of the Program

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, as well as to promote the tourism and economic development efforts of the City. It should also be noted that the City Council Program 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, 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 with 51% of the participants from outside of the sponsoring organization:

- *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.*

The granting of City funds or in-kind support is evaluated according to the effectiveness and impact the particular special event, community project or program has on the community-at-large. Special attention is paid to sponsorships that promote the attractiveness of the City as a place to visit and/or live, celebrate the heritage of the City and its environs, and/or enrich the character and quality of life of its citizens.

III. General Requirements, Eligibility Criteria and Conditions

The applicant for sponsorship of funds or in-kind services for special events, community projects or programs must meet all of the following requirements, eligibility criteria, and conditions:

1. The applicant shall be a registered nonprofit corporation or 501(c)3 organization with tax-exempt status.
2. The special event, community project or program supports the aforementioned goals and objectives.
3. Funds are not to be used for operational costs.

4. Sponsorship 1st request is to be no more than 50% of program/event budget.

Sponsorship 2nd request is to be no more than 35% of program/event budget.

Sponsorship 3rd request is to be no more than 20% of program/event budget.

5. Event and promotion must take place within the City of Riverside limits. Some limited exceptions will be made. *Reason(s) for not holding the proposed event or promotion in the City of Riverside must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activity promoting the City of Riverside as a desirable place to live, visit and do business in.*
6. The recipient of sponsorship funds or in-kind services shall provide the City and/or Departments(as applicable) recognition as a sponsor in exchange for the funds or in-kind services in a method consistent with other sponsors. In no event shall the recognition for the department's funds or in-kind services be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
7. The nonprofit corporation must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
8. The nonprofit corporation must comply with the City's Special Events Ordinance (Municipal Code, Chapter 2.28), if applicable, wherein standards and procedures for the issuance of special events permits are set forth.
9. 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.
10. 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.
11. All the requirements under this program have been followed.