

City of Arts & Innovation

Development Committee Memorandum

TO: DEVELOPMENT COMMITTEE MEMBERS **DATE: APRIL 17, 2014**
FROM: RIVERSIDE METROPOLITAN MUSEUM **WARDS: ALL**
SUBJECT: CITY SPONSORSHIP PROGRAM

ISSUES:

The issues for Development Committee consideration regarding the City Sponsorship Program (Program) policy and procedures are: 1) should funding be distributed by Ward; 2) should approval of the sponsorships be considered by the full City Council or the Development Committee; and 3) review current practices to reflect Program general requirement, eligibility criteria and conditions.

RECOMMENDATION:

That the Development Committee provide policy direction to staff on the City Sponsorship Program.

BACKGROUND:

Over the past three years, the City receives a range between 25-30 applications citywide requesting sponsorship in an approximate amount of \$286,000 each cycle. The current program parameters were established in January 2007 and have not been reviewed since that time. During the last sponsorship cycle, several questions were raised by City Councilmembers. The questions raised were: 1) should the funding be distributed by Ward; 2) should the funding recommendations be presented for approval to the entire City Council or the Development Committee; and 3) what are the general requirements for a non-profit organization to be approved for funding of their event?

Program Funding by Ward

Historically, applications received are representative of organizations from all City Wards. Many of the event applicants indicate that their event will take place in the downtown area. Although the event may be scheduled for the downtown area, Ward 1, the organizer or organization may be from another Ward of the city. Locations are chosen by the organizer with their target audience, access and resources in mind and don't necessarily reflect the organization's office location.

If funding is allocated by Ward, a distribution of approximately \$21,000 would be allocated for distribution annually per Ward. Each Ward would then distribute the funding to the event organizer as deemed appropriate.

Program Funding Endorsement

Funding recommendations for the 2006/07 and 2007/08 fiscal years were presented to the Development Committee and then forwarded to the full City Council for approval. The Program funding was included as a budget line item in the Development Department's budget for sponsorships at \$152,240 annually beginning Fiscal Year 2008/09. Since no single event allocation exceeded the Department's spending authority of \$25,000, the Department had the ability to spend funds without prior City Council approval. All Program recommendations were presented to the Development Committee for endorsement prior to distribution to local organizations.

Program Funding Requirements and Clarification to Guidelines

The Program is available for application by all non-profit organizations that meet the Program Guidelines. Non-profit organizations apply to the Program for both cash and in-kind sponsorship. Request for in-kind services are forwarded to the respective departments for consideration and are contingent on each department's budget. The applications submitted are reviewed and a determination is made regarding the organization meeting the qualifying criteria. The Program guidelines are:

- Applicant is a registered 501c(3) with tax exempt status, the event/program meets the goals and objectives;
- Funds will not be used for operational costs;
 - 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
- Event must take place in the City – there may be exemptions on a case by case basis;
- Event must be open to the public;
- Recipient of sponsorship must recognize the City as a sponsor;
- Recipient must comply with City's Special Events Ordinance;
- The purpose of the special event is not organized around political or religious themes; and
- The recipient will execute an agreement with the City indicating that they will comply with the guidelines of the program.

In addition to the above mentioned, the applications are evaluated based on the information provided in regard to the type of event, the projected attendance, event and organizations history, the target audience, location of the event, event budget and history with the City Sponsorship Program.

The percentage of an event's budget that an organization can request funding for has been raised within the current guidelines. Although the policy addresses the applicants first, second and third request for funding, it is mute on whether the applicant can continue to apply in future years. Staff recommends that the Committee consider a change in the Guidelines to state that a sponsorship request beyond the 2nd request should not be more than 20% of the program/event budget.

It has been the current practice to not recommend funding for events that are exclusively a fundraiser. Staff also recommends that the Committee consider adding language to the Guidelines that defines a fundraising event. Fundraising events should be defined as: 1) events that requires participants to fundraise in addition to an entry fee for participating in the event; 2) events that have an entry fee without any component of the event being free and

open to the public; and 3) events that require participants to pay a fee that is for funding purposes, such as purchasing a table for an event should be defined as fundraisers.

Program History

In Fiscal Year 2006/07, the Development Department was tasked with management of the City's Sponsorship Program. Prior to that, the Office of Management and Budget handled sponsorships requests on an annual basis. Upon transfer of the Program, Development Department staff realized that many organizations were not aware of the program and that the deadline to request funds was in December for events in the subsequent fiscal year, starting on July 1.

On January 18, 2007, staff presented the Development Committee with an update on events. The Committee directed staff to include in future Committee updates: all funding requests, including events not selected for funding; the event's focus as it relates to the City; line-by-line event funding sources; the amount allocated by the City from the previous year for a returning event; and the link between the event and a City Council Ward.

On February 22, 2007, staff returned to the Development Committee with the proposed guidelines for the Program. The Program also provided for two funding application cycles for events held between January 1 through June 30 and July 1 through December 31. On March 6, 2007, the City Council approved the Program.

Staff's funding recommendations for the 2006/07 and 2007/08 fiscal years were presented to the Development Committee and then forwarded to the full City Council for approval because the Program funding was not yet a budget line item. On July 12, 2007, the Development Committee endorsed staff's funding recommendations for the period of July 1 through December 31, 2007 and recommended approval by the full City Council. On August 14, 2007, the City Council approved the funding allocations. Subsequently, on October 18, 2007, the Development Committee endorsed staff's funding recommendations for the period of January 1 through June 30, 2008 and recommended approval by the full City Council. On November 20, 2007, the City Council approved the funding allocations.

As mentioned above, the Program funding was included as a budget line item in the Development Department's budget for sponsorships as part of the Fiscal Year 2008/09 budget process. Since no single event allocation exceeded the Department's spending authority of \$25,000, the Development Committee provided concurrence to staff's recommendations. No further action was necessary to allocate funding to community groups for special events.

In January 2012, the Arts and Cultural Affairs Division became a division of the Riverside Metropolitan Museum where the Program is administered today and funding recommendations are made to the Development Committee for endorsement.

On June 18, 2013, Councilmember Davis requested review of the policy for sponsorship approvals to go before the full City Council for approval. On September 10, 2013, the City Council received an update on the Program. The City Council did not make any recommendations to change the Program; therefore, staff proceeded with taking the Fiscal Year 2013/14 funding recommendations to Development Committee. On December 19, 2013, the Development Committee endorsed staff's recommendations for Program support for the period of January 1 through June 30, 2014.

The Program has not been revised since its approval. However, the process has functioned with minimal concerns from organizations. The Program supports events, projects and programs that are designed to promote the City as a desirable place to live, visit and do business; promote the City as a visitor destination and/or bring tourism-associated revenue to the City; enhance the quality of life and well-being of the residents and advance the City's commitment in being a multicultural community; encourage the development of neighborhood identity and pride; and promote cultural and artistic awareness in the community. Review of the Program Guidelines and any revisions will need to ensure that the Program continues to support organizations while keeping the Program operating as envisioned. Most organizations are familiar with the current guidelines so any revisions to the Guidelines may require a grace period for organizations to become familiar with the changes prior to implementation.

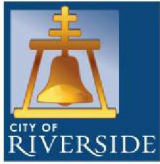
FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Sarah S. Mundy, Museum and Cultural Affairs Director
Certified as to
availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Belinda J. Graham, Assistant City Manager
for Scott C. Barber, City Manager
Approved as to form: Gregory P. Priamos, City Attorney

Attachments:

1. Program Guidelines
2. Program Application



City of Arts & Innovation

City Sponsorship Program Agreement Acceptance of Requirements, Eligibility, Criteria and Conditions

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 Sponsorship Program 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 (including but 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.*
- *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 must 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 event 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. The nonprofit corporation must provide proof of performance that the City has received recognition as a sponsor at the level appropriate to the size of the contribution, in the event collateral materials (e.g. invitation, program, marketing pieces such as ads or banners, etc.)
12. All the requirements under this program have been followed.
13. If the event is not held during the time period sponsorship monies were given, monies awarded need to be returned in full to the City of Riverside.



City Sponsorship Program Application

Organization Data		
Organization Name:		
Registered Federal Tax-Exempt ID Number:		
Web Site: http://		
Executive Director/CEO Name:		
Contact Person Name	Contact Person Title	
E-Mail Address:		
Mailing Address:		
City:	State:	Zip Code:
Phone Number: () -	Fax Number: () -	
Affiliated with a "parent" organization? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, name of parent organization:		

Sponsorship Request	
<input type="checkbox"/> Funding If yes, specify amount requested: \$	
<input type="checkbox"/> In-Kind Services If yes, select type of in-kind service requested. Please estimate approximate value in dollars: \$	
<input type="checkbox"/> Crossing Guards	<input type="checkbox"/> Trash Services
<input type="checkbox"/> Police Services	<input type="checkbox"/> Special Event Permit Fees
<input type="checkbox"/> Booth/City Vehicle Participation	<input type="checkbox"/> Bottled Water (Qty:)
<input type="checkbox"/> Barricades/Street Closures	
Please specify City department:	
<input type="checkbox"/> Facilities	
Please specify City department and facility:	
<input type="checkbox"/> Other	
Please specify:	
List type of recognition the City will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).	
Has the City of Riverside sponsored your organization in the past? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, list department(s), date, amount and/or type of sponsorship:	



City Sponsorship Program Application

Event Data	
(Skip this section if funding or in-kind sponsorship is not for an event)	
Event Title:	
Purpose/Type of Event:	
Event Date(s): / / to / /	Event Hours: to
Will the event be held in the City of Riverside? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If no, specify reason:</i>	
Event Location:	
Is this an annual event? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, indicate the number of years event has taken place:</i>	
Expected attendance:	Attendance at last year's event:
Expected number of attendees who live in Riverside:	
Is the event open to the general public? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Describe target audience:</i>	

Additional Supplements Required
Submit this completed application with the following: <ul style="list-style-type: none"><input type="checkbox"/> A current list of your organization's Board of Directors and appropriate affiliations<input type="checkbox"/> A copy of your organization's operating and event budget (revenue and expenses). Include any funds from a Community Development Block Grant, City Arts Grant Program, Sponsors or in-kind contributions<input type="checkbox"/> If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, reserved seats, etc.)

Supplemental Data
Detail purpose or objective of local festival, special event, or community project for which City funding or in-kind services are requested.



City Sponsorship Program Application

Describe the overall contribution of the festival, special event, community project or program(s) to the community in relation to the goals and objectives of the City as stated in the City Sponsorship Program.

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program(s)? (Please state your objective in terms of concrete numbers and percentages where possible. For example: increase number of participants from Y to Z in the 200X parade; increase customer satisfaction from Y% to Z%.

Stop giving
Riverside Greater
Chamber of Commerce \$

CITY OF RIVERSIDE
SPEAKER CARD

It seems like ~~too~~ too
few dollars available
for groups
use that money for OTHER groups.

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK.
SPEAKERS ARE ENCOURAGED TO SUBMIT THEIR CARDS TO THE CITY CLERK BEFORE THE SCHEDULED MEETING
TIME. SPEAKER CARDS WILL BE ACCEPTED UNTIL THE AGENDA ITEM IS CALLED.

ITEM NO.: 2

NAME: Karen Davis Wright

DATE: 4/17/2014

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional): _____

ADDRESS (Optional): The backup DID NOT include a list of groups receiving
this funding over the years or nor
list the ward where the event was
held.

SUBJECT: _____

☐

SUPPORT

☐

OPPOSE

☐

NEUTRAL

In accordance with the Public Records Act, any information you provide on this form is available to the public.

Pursuant to the City Council Meeting Rules adopted by Resolution No. 22546, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting. In that regard, Members of the City Council and the public are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the City Council or the presiding officer constitutes a violation of these rules.

I don't think funding should be limited to SCLBC
organizations, as some citizens may have good
ideas for events without being SCLBC
I do not believe these group should be subjected to insurance

Riverside Chamber
Greater Commerce has too
of power which is used
much power which is used
for benefit of developers/business
and against Riverside
citizens

CITY OF RIVERSIDE
SPEAKER CARD

and add that total
amount to the
amount for events,
across Riverside

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.
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ITEM NO.: 2 (Card 3 of 3)

NAME: Karen Doris Wugat

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional):

ADDRESS (Optional): The City Now gives roughly a million or more
to Greater Riverside Chamber of Commerce

SUBJECT: a group which has spoken against
☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL

In accordance with the Public Records Act, any information you provide on this form is available to the public.
Pursuant to the City Council Meeting Rules adopted by Resolution No. 22546, the Members of the City Council
and the public are reminded that they must preserve order and decorum throughout the Meeting. In that
regard, Members of the City Council and the public are advised that any delay or disruption in the
proceedings or a refusal to obey the orders of the City Council or the presiding officer constitutes a violation
of these rules.

gives money to Riverside Downtown
Partnership — totally combined 700 000 or more.
Stop giving these two groups this money

**CITY OF RIVERSIDE
SPEAKER CARD**

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK. SPEAKERS ARE ENCOURAGED TO SUBMIT THEIR CARDS TO THE CITY CLERK BEFORE THE SCHEDULED MEETING TIME. SPEAKER CARDS WILL BE ACCEPTED UNTIL THE AGENDA ITEM IS CALLED.

ITEM NO.: 2

NAME: DAVID LEONARD

DATE: 17 MAR 2014

CITY/NEIGHBORHOOD: CITY-WIDE

PHONE # (Optional): 782-9268

ADDRESS (Optional): 1770 LOWE AVE #100
Address

RIVERSIDE, CA 92507
City/State/Zip

SUBJECT: COMMUNITY SPONSORSHIP

☐

SUPPORT

☐

OPPOSE

☒

NEUTRAL

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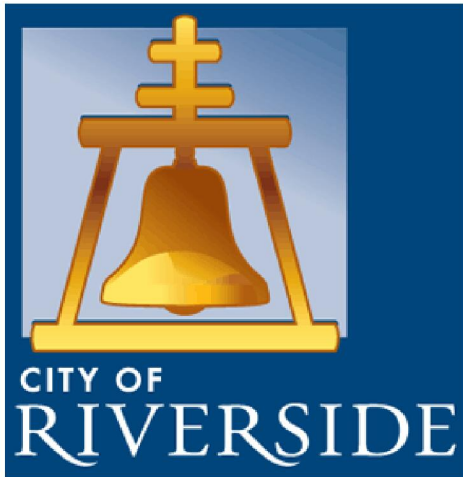
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City of Arts & Innovation

**Public Comment for April 17, 2014
Development Committee Meeting
Prepared by the City Clerk's Office at 1 p.m. on April 17, 2014**

Item	Name	Neighborhood	Comments
2. City Sponsorship Program - Direct submittal (All Wards) Sarah S. Mundy, Museum and Cultural Affairs Director	Stephen Whyld	Downtown	Evergreen Memorial Historic Cemetery stages its annual Fourth of July Fireworks program to support ongoing maintenance and restoration efforts. The city has been an important contributor to this effort benefiting the entire city. Future funding assistance by the city could be seriously jeopardized if funding is restricted to a pool allocated on a Ward by Ward basis only.
2. City Sponsorship Program - Direct submittal (All Wards) Sarah S. Mundy, Museum and Cultural Affairs Director	Janice Penner		The Riverside Downtown Partnership manages the Downtown BID and in that role, both supports and hosts events in downtown Riverside. While it may appear that downtown has more than its fair share of events, this is due to the concentration of facilities such as the Convention Center and Riverside Municipal Auditorium and venues such as the Civic Plaza on Main Street, White Park, and Fairmount Park. Many events are held in downtown to take advantage of these venues draw from the entire City.
3. Consultant selection for Smart Code Specific Plan, Programmatic Environmental Impact Report, Northside Neighborhood vision, and master planning for former Riverside Golf Club and Ab Brown Sports Complex (All Wards) Al Zeilinka, Community Development Director	Kevin Dawson	University	I strongly oppose selling the Ab Brown soccer complex and golf course to pay for the Smart Code project. Those properties are a valued open space and recreational area for our city. City hall has filling cabinets full of past plans and studies. Once you sell these valuable parks we will not be able to replace them. Don't sell them for another paper plan. My children played soccer at Ab Brown. I will never forgive anyone who sells us out. It's a bad trade.
4. Disposition and restoration of Victorian Homes at 4586 Olivewood Avenue and 4587 Mulberry Street - Disposition of adjacent vacant land between Olivewood Avenue and Mulberry Street (Ward 1) Emilio Ramirez, Deputy Community Development Director	Kevin Dawson	University	I support efforts to preserve these two historic properties.



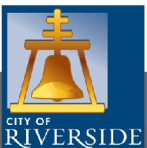
City Sponsorship Program

**Riverside Metropolitan
Museum**

Development Committee
April 17, 2014

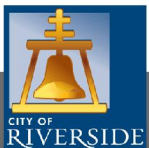
BACKGROUND

- Current program was established in 2007 and has never been revised
- During last funding cycle several questions were raised
 - Should funding be distributed by Ward
 - Should funding approval be considered by the full Council or the Development Committee; and
 - Review current practices to reflect Program general requirement, eligibility criteria and conditions



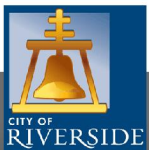
Funding by Ward

- Applications are received from all Wards
- Organizer selects location based on target audience, access and resources
- If distributed by Ward approximately \$21,000 would go to each Ward annually
 - Each Ward would distribute funding to event organizer as deemed appropriate



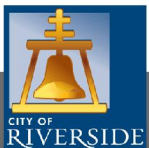
Funding Endorsement

- Fiscal Year 08/09 budget process included Program funding as a budget line item
- Program recommendations are presented to Development Committee
- Upon Committee's review and approval, department processes allocations because no single event allocation exceeds \$25,000



Funding Requirements and Clarification to Guidelines

- The Program Guidelines proposed changes are:
 - State that a sponsorship request beyond the 2nd request should not be more than 20% of the program/event budget
 - Additional language that better defines a fundraising event
 - Non-profit organizations are those identified by the IRS as tax-exempt under a 501c category.



Recommendation

- That the Development Committee provide policy direction to staff on the City Sponsorship Program

