



GOVERNMENTAL AFFAIRS COMMITTEE

City of Arts & Innovation

TO: GOVERNMENTAL AFFAIRS COMMITTEE DATE: NOVEMBER 16, 2015
FROM: CITY MANAGER'S OFFICE WARDS: ALL
SUBJECT: SPONSORSHIP PROGRAMS

ISSUE:

The issue for Governmental Affairs Committee is to receive information on the City's Sponsorship Programs.

RECOMMENDATION:

That the Governmental Affairs Committee receive an update and provide direction for any changes desired.

BACKGROUND

The City uses sponsorship programs to enhance the City's character and quality of life as well as satisfy a state mandate for Public Utilities Department. The following are highlights of actions related to City Sponsorships:

In 1996, the Board of Public Utilities approved a sponsorship program for the City's Public Utilities Department. The program mainly promoted water conservation on the heels of a drought, and energy safety.

In April 1999, City Council approved the Public Utilities Department Policy for Sponsorships or Participation in Community Events along with a Bottled Water Policy. This policy includes direction on the funding and approval processes (attachment 1).

The funding and approval process from 1999 remains the same:

Up to \$2,500	Approved by Marketing Services Division Manager Minimum Lead Time: <i>One Month</i>
\$2,500 - \$10,000	Approved by Public Utilities Director Minimum Lead Time: <i>Two Months</i>
\$10,000 - \$25,000	Approved by Public Utilities Administration, Finance & Marketing Board Committee, Public Utilities Board and City Manager Minimum Lead Time: <i>Three Months</i>
\$25,000 & Above	Approved by Public Utilities Administration, Finance & Marketing Board Committee, Board of Public Utilities, City Manager and City Council Minimum Lead Time: <i>Six Months</i>

In **2000**, the Public Utilities Department was mandated by State Assembly Bill 1890 to collect a public benefits charge from each utility user to provide funding to help educate and fund efficiency programs specifically related to low income, solar programs, education, and energy conservation measures in the home and business. RPU began developing efficiency rebate programs in response to this mandate and used the sponsorship program for community outreach.

In **October 2002**, the City Council adopted a policy on sponsorships to encompass all city departments and to support their efforts to formalize and track the amount of giving to the community. This policy was administered by the Office of Management & Budget (attachment 2).

In **2004**, the City Council approved recommendations from an Ad Hoc Special Events Task Force to better coordinate Special Events, centralize the Special Events budget and create a Special Events Advisory Committee for the policies and procedures (attachment 3).

In **2005**, the City's sponsorship program was administered by the Special Events Division of the Department of Development.

In **2007**, the City Council adopted a revised policy (attachment 4) on sponsorships that:

- removed the previous language specific to the Public Utilities Department; and
- provided parameters for percentages in funding to give applicants a clearer expectation of what type of funding request was appropriate.

In **2010**, the Arts & Culture Division of the Museum Department started administering the Sponsorship Program.

On **April 17, 2014**, the Development Committee was requested to provide policy direction on the City Sponsorship Program (attachment 5) and providing the below direction (attachment 6):

- 1) No support for distribution of funding by Ward;
- 2) Support for funding to be allocated over three years at 20%;
- 3) Support for final funding decisions to be made by the Development Committee;
- 4) Support to clarify the definition of "fundraiser" as outlined in the written staff report; and
- 5) Confirming that the funding policy applies to all forms of nonprofit organizations.

On **November 7, 2014**, the Board of Public Utilities reviewed the Community Event Participation and Sponsorship Policy (attachment 7) and requested if modifications were needed to return to the Board (attachment 8).

Current Policies:

The current policies for City Sponsorship are:

- 2014 City Sponsorship Program (attachment 5) administered by the Museum and Cultural Affairs Department

- 2014 Riverside Public Utilities Community Event Participation and Sponsorship Policy and the 1998 Bottled Water Policy administered by Public Utilities (attachment 7)

Councilmember Soubrious and Councilmember Melendrez have requested discussion of the City's Sponsorship programs.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Alexander T. Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. April 20, 1999, City Council Memorandum - PUBLIC UTILITIES DEPARTMENT POLICY FOR SPONSORSHIPS OR PARTICIPATION IN COMMUNITY EVENTS
2. October 8, 2002, City Council Memorandum – CITY COUNCIL POLICY ON SPONSORSHIPS
3. July 27, 2004, City Council Memorandum – RECOMMENDATIONS FROM SPECIAL EVENTS AD HOC TASK FORCE
4. March 6, 2007, City Council Memorandum – PROPOSED CITY SPONSORSHIP PROGRAM AND PROCEDURES FOR FISCAL YEAR 2007/08
5. April 17, 2014, Development Committee Memorandum – CITY SPONSORSHIP PROGRAM
6. April 17, 2014, Development Committee Minutes
7. November 7, 2014, Board of Public Utilities Memorandum – COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY
8. November 7, 2014, Board of Public Utilities Minutes