



## Sponsorship Programs

City Manager's Office

Governmental Affairs Committee

November 16, 2015

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## BACKGROUND

The City uses sponsorship programs to:

- enhance the City's character
- enhance quality of life
- satisfy a state mandate for Public Utilities (PU)



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## BACKGROUND

**1996** – Board of Public Utilities approved a sponsorship program for the PU Department

**APPROVED**

**1999** – City Council approved the PU Department Policy for Sponsorships or Participation in Community Events and a Bottled Water Policy



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## BACKGROUND

**2000** – as a result of a State mandate (AB 1890), PU began developing efficiency rebate programs and used the sponsorship program for community outreach



**2002** – City Council adopted a sponsorship policy to encompass **all** City Departments – administered by the Office of Management and Budget



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## BACKGROUND

**2004** – City Council approved recommendations from an Ad Hoc Special Events Task Force

**2005** – sponsorship program administered by the Special Events Division of the Department of Development



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## BACKGROUND

**2007** – City Council adopted a revised policy on sponsorships

**2010** – Arts & Culture Division of the Museum Department began administering the sponsorship program



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## BACKGROUND

**April 2014** – Development Committee was requested to provide policy direction on the City Sponsorship Program

**November 2014** – Board of PU reviewed the Community Event Participation and Sponsorship Policy and requested if modifications were needed, to return to the Board



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## FUNDING AND APPROVAL AUTHORITY

Remains the same from 1999:

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>



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## POLICY HISTORY

YEAR	POLICY	REVIEWED BY
1996	Riverside Public Utilities' (RPU) Sponsorship Guideline Policy	PU Board
1999	Public Utilities Department Policy for Sponsorships or Participation in Community Events	City Council
2002	City Council Policy on Sponsorships	City Council
2004	Recommendations to the City Council Policy on Sponsorships from Special Events Ad Hoc Task Force	City Council
2007	Proposed City Sponsorship Program and Procedures for FY 2007/2008 (revised policy)	City Council
Apr 2014	City Sponsorship Program	Dev Committee
Nov 2014	Community Event Participation and Sponsorship Policy	PU Board



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## RECOMMENDATION

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



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