



GOVERNMENTAL AFFAIRS COMMITTEE

City of Arts & Innovation

TO: GOVERNMENTAL AFFAIRS COMMITTEE

DATE: MARCH 2, 2016

FROM: CITY MANAGER'S OFFICE

WARDS: ALL

SUBJECT: SPONSORSHIP PROGRAMS

ISSUE:

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

RECOMMENDATION:

That the Governmental Affairs Committee receive an update and provide direction for any changes desired to the City's Sponsorship Program

BACKGROUND

City sponsorship of community events supports Riverside as the City of Arts and Innovation. 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 (State Assembly Bill 1890).

The Current Policies:

The current policies for City Sponsorship are:

- 2014 City Sponsorship Program (Attachment 1) administered by the Museum and Cultural Affairs Department
- 2014 Riverside Public Utilities (RPU) Community Event Participation and Sponsorship Policy (Attachment 2) and the 1998 Bottled Water Policy administered by Public Utilities (Attachment 3)

Legislative History:

Documents respective to the following legislative history are in Attachment 4. 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. The funding and approval process from 1999 remains current:

Amount	Approval Levels
Up to \$2,500	Approved by Division Manager
\$2,500 to \$10,000	Approved by the Director
\$10,000 to \$25,000	Approved by the Board, Committee and City Manager
\$25,000 and Above	Approved by the Board, Committee, City Manager and City Council

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

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.

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

In 2007, the City Council adopted a revised policy 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 September 10, 2013, the City Council received a report on the City Sponsorship Program. No changes were requested of the program or process.

On April 17, 2014, the Development Committee was requested to provide policy direction on the City Sponsorship Program as summarized:

1. No support for distribution of funding by Ward;
2. Support for funding to be allocated after year three 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 and requested if modifications were needed to return to the Board.

On November 16, 2015, the Governmental Affairs Committee met with Chair Melendrez, Councilmember Mike Soubirous substituting for Vice Chair Gardner and Member Davis to receive information on the City's Sponsorship program and provide direction regarding desired changes to the program. Direction was provided to staff to respond to requests for additional information and explore several potential changes to the program and report back to the Committee in February 2016 (Attachment 5).

Committee items as reflected in the meeting minutes from the November 16, 2015, meeting:

1. *support enforcement of current City policy;*
2. *set a maximum cash contribution of \$ 10,000 for sponsorships of community events with second year funding at 80% of first year, third year funding at 60% of first year, and no cash contributions and in -kind contributions at half the 60% level for the two subsequent years;*
3. *provide that the Development Committee review sponsorship requests for recommendation to the City Council on the Consent Calendar for approval;*
4. *require within 120 days of the event a written report to the City Council justifying use of the funding provided;*
5. *provide that the Board of Public Utilities review sponsorships funded by RPU;*
6. *review the RPU Advertising Program including use of the "I Own It" slogan;*
7. *refer the draft policy back to the Governmental Affairs Committee for review in February 2016;*
8. *require quarterly reports to the Finance Committee on all sponsorship funds expended; and*
9. *Implement the new sponsorship policy in connection with the 2016 sponsorship awards.*

DISCUSSION:

Item 1 Support enforcement of current City policy;

Process:

The current policy is enforced throughout the process. The Riverside Public Utilities works in conjunction with the Museum and Cultural Affairs Department for sponsorships, see Attachment 6 for the workflow process.

Several years ago, staff provided Sponsorship 101 informational meetings to address any questions or concerns from organizations. The most recent Sponsorship 101 meeting was held on February 10, 2016, for the next funding cycle for events to be held from July 1, 2016, to December 31, 2016 as the applications are due March 31, 2016, before 4:00 PM. Staff have been working on making administrative changes on the application as well as creating a reporting form for the organizations.

Conflict of Interest

Staff recommends a new **conflict of interest rule**: City Staff members that volunteer with an organization that requests sponsorship from the City will not be allowed to participate in any way during the process related to the request. If this staff member is authorized to recommend or approve any dollar amount in the process, the conflict of interest rule would provide that the request must be moved up a level, i.e. to the department head, the City Manager's Office, the Board of Public Utilities or City Council, as appropriate.

The City Manager's Office strongly encourages all staff to volunteer in their community. Communities are strengthened through volunteer efforts and staff members that elect to volunteer their time with organizations benefit the community and the city. Volunteerism connects staff with others in the community through personal service making a positive impact.

Table Sponsorship

Under current approval guidelines, departments have the discretion to support events relevant to their work, including the purchase of tables at various events. Tables are often secured for purposes of employee or community relations. For example, the Police Department sponsors a table for staff at the Riverside NAACP event and the Fair Housing Council of Riverside County as well as for the Law Enforcement Appreciation Dinner and Awards and the Riverside Downtown Partnership's Annual Meeting. See Attachment 7 for a summary of activity related to table purchases.

Item 2

Set a maximum cash contribution of \$10,000 for sponsorships of community events with second year funding at 80% of first year, third year funding at 60% of first year, and no cash contributions and in-kind contributions at half the 60% level for the two subsequent years;

Current Requirements

City Sponsorship Requirements, Eligibility & Conditions are:

- 1st request is to be no more than 50% of program/event budget.
- 2nd request is to be no more than 35% of program/event budget.
- 3rd request is to be no more than 20% of program/event budget.
- No more than 20% of program/event budget thereafter.

Current City Sponsorship Requirements, Eligibility & Conditions do not include a phase out period for organizations.

Establishing a Cap

Below is the analysis of how a maximum \$10,000 cap would impact the next sponsorship cycle, assuming the same organizations and events make the request. It includes the current application of Year 1, 50% of the budget; Year 2, 35% of the budget; and Year 3, 20% of the budget. This analysis does not take in-kind services into consideration, see Attachment 9 for the full report.

Organization	Name of Event(s)	Event Budget	1st Yr/10k max - 50% of budget	2nd Yr/10k max - 35% of budget	3rd Yr/10k max - 20% of budget
ARC of Riverside County	My Play Club Play Dates/Resource Fair/Summer Camps	\$ 39,670.00	\$ 10,000.00	\$ 10,000.00	\$ 7,934.00
Arlington Business Partnership	Winterfest 2015	\$ 26,000.00	\$ 10,000.00	\$ 9,100.00	\$ 5,200.00
Asian Pacific Cultural Association	Twilight Chow Fest	\$ 24,300.00	\$ 10,000.00	\$ 8,505.00	\$ 4,860.00
Big Brothers Big Sisters	Summer Picnics	\$ 33,476.00	\$ 10,000.00	\$ 10,000.00	\$ 6,695.20
Bobby Bonds' Day, Inc.	Bobby Bonds' Day & Youth Festival	\$ 39,750.00	\$ 10,000.00	\$ 10,000.00	\$ 7,950.00
California Riverside Ballet	Ghost Walk	\$ 24,500.00	\$ 10,000.00	\$ 8,575.00	\$ 4,900.00
Cinema Culturas Film Festival	2nd Annual Cinema Culturas Film Festival Inland Empire	\$ 59,040.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Division 9 Gallery	Dia De Los Muertos	\$ 48,600.00	\$ 10,000.00	\$ 10,000.00	\$ 9,720.00
Epilepsy Education Everywhere	Epilepsy Lifeline and Support Series	\$ 35,308.00	\$ 10,000.00	\$ 10,000.00	\$ 7,061.60
Evergreen Memorial Historic Cemetery	Front Row Fireworks	\$ 14,437.00	\$ 7,218.50	\$ 5,052.95	\$ 2,887.40
Greater Riverside Chambers of Commerce	College and Career Fair	\$ 12,850.00	\$ 6,425.00	\$ 4,497.50	\$ 2,570.00
Greater Riverside Chambers of Commerce	Festival of Lights Switch-On Ceremony	\$ 37,950.00	\$ 10,000.00	\$ 10,000.00	\$ 7,590.00
Healthy Heritage Movement	Riverside Fashion Week	\$ 30,000.00	\$ 10,000.00	\$ 10,000.00	\$ 6,000.00
Inland Empire Waterkeeper	FALLFEST 2015	\$ 7,000.00	\$ 3,500.00	\$ 2,450.00	\$ 1,400.00
Inland Empire Disabilities Collaborative/Rolling Start	Because of the ADA Event	\$ 98,378.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Inlandia Institute	SCIPP at Bryant School of Arts and Innovation	\$ 6,600.00	\$ 3,300.00	\$ 2,310.00	\$ 1,320.00
Janet Goeske Foundation	Fifty & Better Health Fair/Independence Day BBQ & Concert for Heroes/National Night Out	\$ 45,000.00	\$ 10,000.00	\$ 10,000.00	\$ 9,000.00
Junior League of Riverside	fitRiverside fitDays	\$ 25,000.00	\$ 10,000.00	\$ 8,750.00	\$ 5,000.00
Latino Network	Nuestra Navidad	\$ 3,500.00	\$ 1,750.00	\$ 1,225.00	\$ 700.00
League of Women Voters Riverside	Candidate Forums	\$ 300.00	\$ 150.00	\$ 105.00	\$ 60.00
Mission Inn Foundation	Mission Inn Run	\$ 173,500.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Moms of the Military	Remember Our Heroes	\$ 3,000.00	\$ 1,500.00	\$ 1,050.00	\$ 600.00
Performance Riverside/RCCD Foundation	Discovery Theatre Outreach Program	\$ 516,260.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Art Museum	Happening: Selections from Riverside Art Make	\$ 5,547.00	\$ 2,773.50	\$ 1,941.45	\$ 1,109.40
Riverside Community Health Foundation (Riv Comm Diabetes Collaborative)	Together We Can/Juntos Podemos	\$ 18,000.00	\$ 9,000.00	\$ 6,300.00	\$ 3,600.00
Riverside Community Health Foundation (Eastside HEAL Zone)	Resident Leadership Academy	\$ 9,500.00	\$ 4,750.00	\$ 3,325.00	\$ 1,900.00

Phase Out

If a phase out of sponsorship for organizations funded for the same event in the prior year is desired, direction will be needed on when the clock starts for the event organizers, as well as how long the period would be before the organization can re-apply.

Below is an example of what FY16/17 would look like assuming the same event and amounts were submitted for the next fiscal year's funding cycle. See Attachment 10 for the full report

Organization	Name of Event(s)	# of Years Sponsorships Received	# of Years Remaining that Qualify
The Following Organizations Would NOT Qualify If No Grace Period			
A Salute to Veterans Parade Committee	A Salute to Veterans Parade	9	0
ARC of Riverside County	My Play Club Play Dates/Resource Fair/Summer Camps	3	0
Arlington Business Partnership	Winterfest 2015	5	0
Arlington Business Partnership	Chili Cook-Off & Car/Cycle Show	5	0
Asian Pacific Cultural Association	Lunar Fest 2016	6	0
California Riverside Ballet	Ghost Walk	8	0
Division 9 Gallery	Dia De Los Muertos	7	0
Evergreen Memorial Historic Cemetery	Front Row Fireworks	5	0
Greater Riverside Chambers of Commerce	College and Career Fair/Festival of Lights Switch-On Ceremony/Riverside Business Expo/Mixer	3+	0
Inlandia Institute	SCIPP at Bryant School of Arts and Innovation	6	0
Janet Goeske Foundation	Black History Program/Senior Conference	3+	0
Junior League of Riverside	fitRiverside fitDays	4	0
Mission Inn Foundation	Mission Inn Run	8	0
Moms of the Military	Remember Our Heroes	5	0
Keep Riverside Clean and Beautiful	Great American Clean-Up	3+	0
The Following Organizations Would Still Qualify If No Grace Period			
American Cancer Society	Riverside Relay for Life	1	2
American Heart Association	CPR in Schools/CPR Anytime Training	1	2
Asian Pacific Cultural Association	Twilight Chow Fest	1	2
Big Brothers Big Sisters	Summer Picnics	1	2
Bobby Bonds' Day, Inc.	Bobby Bonds' Day & Youth Festival	2	1
Cinema Culturas Film Festival	2nd Annual Cinema Culturas Film Festival Inland Empire	2	1

- Item 3** Provide that the Development Committee review sponsorship requests for recommendation to the City Council on the Consent Calendar for approval;

Current Process

Bi-annual City Sponsorships are approved by the Development Committee only.

Recent Decisions

On September 10, 2013, the City Council received a report on the City Sponsorship Program. No changes were requested of the program or process.

On April 17, 2014, the Development Committee reviewed the potential to rearrange the sponsorship approval structure and agreed to retain the process to be approved by the Development Committee only.

- Item 4** Require within 120 days of the event a written report to the City Council justifying use of the funding provided;

Current

City Sponsorship Requirements, Eligibility & Conditions do not require post event reporting. The sponsorship application requires information about the date, amount and type of sponsorships previously received from the City.

Language is being added to the application to include a commitment to post event reporting on the number of attendees, how the sponsorship was utilized and how the event benefited the Riverside community. This information will be collected and reported back to Committee or the full Council as directed.

Events/programs are held throughout the funding cycle. Staff recommends an annual post event report as a preface to the new round of sponsorship applications.

- Item 5** Provide that the Board of Public Utilities review sponsorships funded by RPU;

Current

The funding and approval process from 1999 remains current:

Amount	Approval Levels
Up to \$2,500	Approved by Division Manager
\$2,500 to \$10,000	Approved by the Director
\$10,000 to \$25,000	Approved by the Board, Committee and City Manager
\$25,000 and Above	Approved by the Board, Committee, City Manager and City Council

The process would be subject to the new **Conflict of Interest Rule**:

Staff recommends a new conflict of interest rule: Staff recommends a new conflict of interest rule: City Staff members that volunteer with an organization that requests sponsorship from the City will not be allowed to participate in any way during the process related to the request. If this staff member is authorized to recommend or approve any dollar amount in the process, the conflict of interest rule would provide that the request be moved up a level, i.e. to the department head, the City Manager's Office, the Board of Public Utilities or City Council as appropriate.

Item 6 Review the RPU Advertising Program including use of the "I Own It" slogan;

Campaign Information

Riverside Public Utilities (RPU) conducts yearly surveys to glean important information on all areas of communication and outreach to its customers. The department takes the information learned from the customers and applies it to make compelling change in the ways the customers interact with RPU. RPU learned from a 2014 study conducted by RKS Market Research that value ratings for municipal utilities statewide slid from 49% in 2012 to 39% in 2014. Compounding this was RPU's shrinking customer satisfaction score, which was down from 68% in 2012 to 61% in 2014.

RPU needed to remind customers of the benefits of public utility ownership, because they have learned that consumer confidence is critical, particularly when a disaster strikes. RPU already has a strong reputation in the community, but it saw the need to solidify its position within its ownership. This became a three pronged approach:

1. "I Own It Campaign"-Remind our customers that they own the utility, and the reasons that is positive.
2. "You Can Count on Us"- Enhance our brand by giving a real face to the utility.
3. Asset Ads- Illustrate to our customer owners that their dollar goes into significant projects that enhance their quality of life as an RPU customer.

This campaign ran alongside the regularly scheduled advertising about energy efficiency programs or drought outreach. It first launched in July 2014 and featured a variety of customer owners including community activists, small business owners, local physicians, families that have taken advantage of RPU's rebate programs, and some well-respected chamber members.

The *I Own It* theme was also used in RPU's July 2014 sponsorship of Good Morning Riverside, a monthly event put on by the Greater Riverside Chambers of Commerce.

RPU has relied on impressions tracking to measure the reach of the campaign; this metric suggests *I Own It* messaging has achieved millions of impressions and

has been one of RPU's most successful marketing campaigns to date. In October 2015, RPU was recognized by the American Public Power Association with an Excellence in Public Power Communication award in the video category for the "I Own It" campaign, which featured some of RPU's residential and commercial customers talking about the many benefits a public power utility can provide a community

Marketing/Advertising

The City must maintain the ability to initiate sponsorship activities for strategic marketing purposes to promote business attraction, expansion, retention, conservation, sustainability as well as advertising the benefits of customer ownership and branding recognition to meet the City Council's objective for business and job creation and connecting with our customers.

Strategic Marketing activities are initiated by the City to promote business attraction, expansion and retention include, but are not limited to, opportunities that:

1. Promote the City of Riverside as a desirable place to start or re-locate a business.
2. Promote the City of Riverside as a desirable place to live, work, play and do business.
3. Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.
4. Enhance the quality of life and well-being of the residents.
5. Advance the City's commitment to and pride in being an inclusive community.
6. Encourage the development of neighborhood identity and pride.
7. Promote cultural and artistic awareness.
8. Provide direct public contact opportunities through a consistent a media campaign about City messages.
9. Develop a higher degree of visibility in the community
10. Provide education about their Utility and the future impact of deregulation.

City initiated strategic marketing costs are to continue to be included in the adopted budget.

Item 7 Refer the draft policy back to the Governmental Affairs Committee for review in February 2016;

Staff received an allowance to bring this report to Committee in March 2016

Item 8 Require quarterly reports to the Finance Committee on all sponsorship funds expended;

Current

City Sponsorship Requirements, Eligibility & Conditions do not require post event reporting. The sponsorship application requires information about the date, amount and type of sponsorships previously received from the City.

Additional language will be added to the application to include a commitment to post event reporting on the number of attendees, how the sponsorship was utilized and how the event benefited the Riverside community. This information will be collected and reported back to Committee or the full Council as directed.

Funding decisions are made bi-annually (twice a year). Staff recommends that the Development Committee forward the funding decisions to Finance Committee for review of the expenditures and financial impact.

Item 9 Implement the new sponsorship policy in connection with the 2016 sponsorship awards.

Current

The next sponsorship award submission deadline is March 31, 2016 for funding for July 1st through December 31st. Sponsorship classifications are Cash, In-Kind and Other.

An immediate policy change can be the staff recommended **Conflict of Interest Rule**: City Staff members that volunteer with an organization that requests sponsorship from the City will not be allowed to participate in any way during the process related to the request. If this staff member is authorized to recommend or approve any dollar amount in the process, the conflict of interest rule would provide that the request be moved up a level, i.e. to the department head, the City Manager's Office, the Board of Public Utilities or City Council as appropriate.

Any additional changes are recommended to be implemented for the second round of sponsorship funding in Fiscal Year 2016/17.

Clarification

Clarification on the sponsorship requests and recommendations is needed to provide better explanations.

Staff recommendation for an expanded classification listing are:

- a. Cash
- b. In-Kind staff, i.e. Police Services
- c. In-Kind Value of venue, i.e. Riverside A
- d. Water Bottles
- e. Promotional Materials, i.e. Green Bags from Public Utilities
- f. Purchase of Tables at Events

City Grant Availability

Related to sponsorships is the City's Small Sparks Neighborhood Matching Grant Program. Small Sparks provides a cash to match community contributions of volunteer labor, donated professional services or materials, or cash donations in support of neighborhood-based self-help projects (Attachment 11).

New Item: Councilmember Davis recommends that the City offers sponsorships in the form of either cash or in-kind, but not both. Providing in-kind sponsorships does impact the budgets of the respective department(s) providing the in-kind services. If the City Council wishes to convert the sponsorship policy to cash only or in-kind only, staff recommends the process be combined with the previously proposed sponsorship caps (Item 2 with *Phase Out* section of this report), and it would look like:

Year	Cash	In-Kind
1	\$10,000 (cap)	Equivalent to \$10,000
2	\$ 8,000 (80%)	Equivalent to \$8,000
3	\$ 6,000 (60%)	Equivalent to \$6,000

Staff also recommends using the same eligibility criteria established in the current policy.

Sample of In-Kind equivalent costs (see Attachment 11 for additional information):

Department	Event	In-Kind
Police Department	California Riverside Ballet – Ghost Walk	\$1,308
Police Department	Black History Parade	\$3,770
Fire Department	For the Love of Giving Event	\$1,673
Fire Department	Lunar Festival	\$6,450
Fire Department	Black History Parade	\$1,052
Public Works	California Riverside Ballet – Ghost Walk	\$700
Parks, Rec. & Community Services	Mad Street Arts – Villegas Computer Lab	\$1,080
Parks, Rec. & Community Services	Riverside Arts Council – Bobby Bonds Auditorium and Conference Room	\$7,495
Public Utilities	National Cemetery – Bottled Water	\$2,477
Public Utilities	Founders Day Front Row Fireworks	\$207

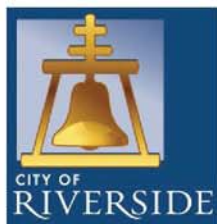
FISCAL IMPACT:

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. City Sponsorship Program
2. RPU Community Event Participation & Sponsorship Policy
3. Bottled Water Policy
4. Legislative History (November 16, 2015, GAC Report)
5. November 16, 2015, GAC Minutes
6. Sponsorship Workflow Diagrams
7. City Table Purchases FY15/16
8. Analysis for a \$10,000 cap
9. Analysis for a Phase Out process
10. Small Sparks
11. Cost for In-Kind Services



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, and bottled water) 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 identified by the IRS as tax-exempt under a 501c category.
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 request beyond the 2nd request is to be no more than 20% of the program/event budget. An organization may continue to make requests for sponsorship for subsequent years, but the amount may not exceed 20% of program/event budget.

PLEASE NOTE THAT REQUESTING THE PERMITTED PERCENTAGE DOES NOT ENSURE THAT THE APPLICANT WILL RECEIVE THAT, OR ANY, AMOUNT. NO REQUEST IS CONSIDERED APPROVED UNTIL IT IS APPROVED BY THE DEVELOPMENT COMMITTEE OF THE CITY COUNCIL.

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.*
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 special event, community project or program may not be a fundraiser. Fundraising events are:
 - a) events that require participants to fundraise in addition to an entry fee for participating in the event;
 - b) events that have an entry fee without any component of the event being free and open to the public; and
 - c) 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.
11. 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.

12. 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.)
13. All the requirements under this program have been followed.
14. 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.

Two signatures by the appropriate Corporate Officers or Board Members are required.

By signing, I/we agree to the guidelines of the City Sponsorship Program.

Name of Organization

Print Name/Title (Must be President or Vice President)

Signature

Date

Print Name/Title (Must be President or Vice President)

Signature

Date

If you should have questions, please contact Cynthia Wright (cwright@riversideca.gov or 951.826.5769).

RIVERSIDE PUBLIC UTILITIES

COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

Riverside Public Utilities recognizes that community events and sponsorships are a necessary element in supporting our community to market and promote our products and services to the public. Acknowledging this, the policies herein pertaining to events and sponsorship guidelines have been established and the following criteria must be met for any and all participation considered by Riverside Public Utilities.

COMMUNITY EVENTS DEFINED

Community events shall be considered as special occurrences, events or activities that are generally planned on a periodic basis and feature information, entertainment or educational materials of general or specific interest and benefit to the community or a targeted audience. Upon meeting this definition of a community event, two questions must be answered "Yes" and the benefits must be stated and approved accordingly.

Question 1: Is there a benefit to the community? Stated Benefit:

Question 2: Is there a benefit to the Public Utilities Department? Stated Benefit:

Event Participation Parameters

- Event participant, not a sponsor. Limits liability.
- No guarantee of participation or availability.
- Public Utilities booth, display or speaker at event.
- Staffing, displays and materials based on availability.
- Utility reserves the right to include and promote any local business within its booth space.
- Event, registration or booth fees may apply if standard fees are charged to everyone. If booth fees apply, Public Utilities may maintain right to sell utility materials at event (T-shirts, bottled water, etc.), if permitted. Funding of fees is subject to the same limits and approvals as sponsorship contributions, given below. Public Utilities staff should seek waiver of fees if available to governmental agencies.

In accordance with City policy, RPU will not lend its support to efforts involving: groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto; activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

SPONSORSHIP DEFINED:

A sponsorship endorses an event and/or its purpose and should be carefully examined in this regard. Once selected, sponsorships or events should be evaluated on their effectiveness, with consideration given, in particular, to:

- The number of customers reached.
- The value of our presence versus a competitor.
- Direct feedback received from customers as a result of participation.

Sponsorships involving cash contributions and/or in-kind services in exchange for the following sponsorship privileges/rights should adhere to the criteria stated in the sponsorship parameters.

Sponsorship Parameters

- Event must be sponsored by the City, OR, the requesting agency must provide proof of insurance for the event in accordance with city policy.
- Large Public Utilities banner(s) displayed at the event.
- Prominent Public Utilities display/booth at event.
- Right to distribute information and giveaways at event.
- Right to sell Public Utilities materials at event (T-shirts and bottled water, etc.), if permitted.
- Right to negotiate exclusivity option, such as only electric utility, bottled water supplier, etc.
- Sponsorship mentions over public address system during event.
- Sponsorship listing on all public relations/media materials, such as flyers, posters, press releases, advertisements, invitations, programs, etc. Event planning must include a public relations or marketing effort.
- Limited number of free passes to event (if fee charged).
- Limited number of free parking passes at event (if fee charged).
- Other considerations as deemed appropriate by Public Utilities.

Note: If the sponsorship privileges and criteria established above cannot be met, RPU involvement may be limited to event participation only.

It is not Riverside Public Utilities' policy to purchase or sponsor tables at charitable events. Instead, the Utility may opt to purchase 2 – 4 tickets to these events, if they are deemed appropriate to RPU's overall business plan. These tickets will be utilized for Board members or as employee or volunteer recognition.

Funding and Approvals

A sum of \$100,000 will be set aside each fiscal year and made available on a first-come, first-serve basis. The funds are subject to staff review and the completion of the required approvals, as specified, until the available funds have been exhausted. The spending levels that require City Manager and Council approvals (\$10,000 and Above) concur with existing City policy number VIII-14. The proposed approval levels are:

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>

RIVERSIDE PUBLIC UTILITIES

BOTTLED WATER POLICY

Revised October 28, 1998

I. PURPOSE

Riverside Public Utilities (RPU) may donate or provide bottled water as part of a sponsorship for specific activities, organizations and causes that advance both a public purpose and the corporate purpose of RPU.

II. DEFINITIONS OF PURPOSES

- A. **Public Purpose** – A purpose that has as its objective the promotion of public health, safety, general welfare, security, prosperity, and contentment of the customers of RPU.
- B. **Corporate Purpose** – A purpose that has as its objective the furtherance of the lawful business interests and responsibilities of RPU.

III. EVALUATION OF REQUESTS

The provision or donation of RPU bottled water should be viewed as a community sponsorship as it lends support to a particular nonprofit purpose or objective. Subject to the requirement that community sponsorships advance public purpose(s) and corporate purpose(s), the evaluation of requests for bottled water shall include the following:

A. ***RPU may lend its support to efforts involving:***

- education (includes public, private and parochial schools)
- community/civic
- arts, culture and humanities
- environment
- safety, health and human services
- economic development
- and any other cause that advances a public or corporate purpose of RPU.

B. ***RPU supports City policy and will not lend its support to efforts involving:***

- groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto.
- activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

IV. BOTTLED WATER CONTRIBUTIONS

Contributions of bottled water from RPU may be as follows:

A. *In-Kind Sponsorship Value*

As part of a sponsorship agreement, RPU may donate bottled water if such donation is valued in the agreement at the selling price of the water.

B. *Purchase at Cost*

Upon approval of purpose, the requesting agency may purchase bottled water with RPU label at our cost with proceeds benefiting the approved cause.

C. *Donation*

RPU may donate up to a maximum of 10 cases of bottled water in one calendar year to an approved organization/agency. RPU should be listed as a sponsor of the program at the value of the selling price of the bottled water or if the water is given away then the value assigned should be RPU's cost per case (currently \$10 per case).

Contributions to city departments will be made as deemed appropriate by Public Utilities staff and may exceed the 10 case limit.

V. APPROVAL PROCESS

Bottled water contributions that are donated or purchased at cost will be approved by Public Utilities staff in accordance with this policy. Nothing in this policy establishes an entitlement right to any organization, agency or individual to receive bottled water donations and/or bottled water at cost. In-kind sponsorships will follow the general sponsorship policy approval guidelines.

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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 Soubirous 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



People Serving
People

CITY OF RIVERSIDE

CITY COUNCIL MEMORANDUM



HONORABLE MAYOR AND CITY COUNCIL

DATE: April 20, 1999

ITEM NO: 29

SUBJECT: PUBLIC UTILITIES DEPARTMENT POLICY FOR SPONSORSHIPS OR PARTICIPATION IN COMMUNITY EVENTS

Background:

Riverside Public Utilities' (RPU) sponsorship guideline policy was established by the Department and approved by the Board in 1996. In consideration of future competition and in accordance with implementing the marketing plan recommendations made by Stone & Webster to "place special emphasis on educating and advancing the utility-customer relationship," the Utility finds it necessary to revise and expand the existing guidelines to move forward with its marketing efforts by:

1. Pursuing direct public contact opportunities to communicate with the public as a form of advertising congruent with current media campaign messages about the Utility and the extensive benefits to the community;
2. Developing a higher degree of visibility within the community. A more community-rooted presence and image type of marketing will result in customer loyalty. Image marketing builds Brand that can also help broaden the Utilities influence in adjoining markets as RPU considers off-system sales strategies; and
3. Educating the public on their Utility and the future impact of deregulation. RPU can generate positive exposure by furnishing the public with a basic understanding of the different components of their bill (generation, distribution, and transmission) and explaining possible savings potential.

Sponsorship effectiveness will be tracked and measured in each of the marketing areas noted and in accordance with the focus areas proposed in the revised Community Event Participation and Sponsorship Policy. An evaluation of the following courses of action will be completed during and after each event to determine future sponsorship or event participation:

- Tracking will consist of collecting data from all sources in connection with the event. Customer inquiries generated from all publicity will be documented. On-site public response will be documented via written or verbal surveys. City officials, board members, city employees, and other community leaders will be surveyed for their feedback. A summary of each event will include this tracking information to measure the degree of success, or identify and modify RPU's future participation.

Measuring will include assessing the initial request, reviewing RPU's objectives, and comparing the tracking information with specific relevant and reasonable expectations.

To pursue the marketing goals as proposed, staff considered the following:

1. Reviewed level of expenses for fiscal year 1997-98;
2. Reviewed the anticipated level of sponsorships for fiscal year 1998-99 which currently has a budget of \$30,000; and
3. Determined that it is necessary to reallocate funds in the FY 1998-99 budget to a sponsorship level to \$100,000. The additional \$70,000 is available by reallocating funds from other Marketing Services Accounts. Currently the Orange Blossom Festival, Riverside Wednesday Night, and the Festival of Lights Sponsorships total \$70,000 annually.

The Board of Public Utilities approved the Department Sponsorship Policy at its regular meeting on November 6, 1998.

Fiscal Impact:

Although the sponsorship budget has increased, due to the reallocation of funds there is no fiscal impact to the utility.

Alternatives:

One alternative would be not to support the sponsorship policy as proposed. However, it should be noted that the Utilities' marketing strategy includes increased direct contact with the public and therefore our support and participation in community events are a necessary element if we are to be successful.

Committee Recommendation:

This item was reviewed and approved by the Governmental Affairs Committee on March 4, 1999.

RECOMMENDATION:

That the City Council:

1. Approve the Public Utilities Department Sponsorship Policy and increase funding for sponsorship and/or participation in community events.
2. Authorize the City Manager, or his designee, to execute the necessary documents.

Prepared by:

Approved by:

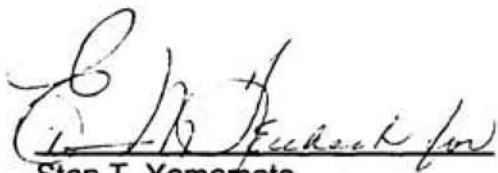


Bill D. Carnahan
Public Utilities Director



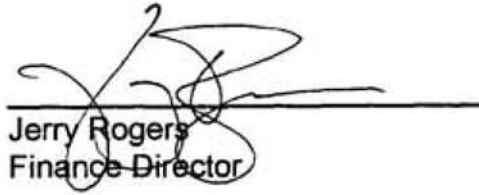
John E. Holmes
City Manager

Approved as to form:



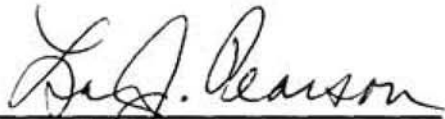
Stan T. Yamamoto
City Attorney

Certified as to fund availability:



Jerry Rogers
Finance Director

Concurs with:



Councilmember Laura Pearson
Chair, Governmental Affairs Committee

BDC/DHW/mja

Attachments: Community Event Participation and Sponsorship Policy
Board of Public Utilities minutes of November 6, 1998

cc: City Attorney
City Clerk

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RIVERSIDE PUBLIC UTILITIES

COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

Riverside Public Utilities recognizes that community events and sponsorships are a necessary element in supporting our community to market and promote our products and services to the public. Acknowledging this, the policies herein pertaining to events and sponsorship guidelines have been established and the following criteria must be met for any and all participation considered by Riverside Public Utilities.

COMMUNITY EVENTS DEFINED

Community events shall be considered as special occurrences, events or activities that are generally planned on a periodic basis and feature information, entertainment or educational materials of general or specific interest and benefit to the community or a targeted audience. Upon meeting this definition of a community event, two questions must be answered "Yes" and the benefits must be stated and approved accordingly.

Question 1: Is there a benefit to the community? Stated Benefit:

Question 2: Is there a benefit to the Public Utilities Department? Stated Benefit:

Event Participation Parameters

- Event participant, not a sponsor. Limits liability.
- No guarantee of participation or availability.
- Public Utilities booth, display or speaker at event.
- Staffing, displays and materials based on availability.
- Utility reserves the right to include and promote any local business within its booth space.
- Event, registration or booth fees may apply if standard fees are charged to everyone. If booth fees apply, Public Utilities may maintain right to sell utility materials at event (T-shirts, bottled water, etc.), if permitted. Funding of fees is subject to the same limits and approvals as sponsorship contributions, given below. Public Utilities staff should seek waiver of fees if available to governmental agencies.

In accordance with City policy, RPU will not lend its support to efforts involving: groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto; activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

SPONSORSHIP DEFINED:

A sponsorship endorses an event and/or its purpose and should be carefully examined in this regard. Once selected, sponsorships or events should be evaluated on their effectiveness, with consideration given, in particular, to:

- The number of customers reached.
- The value of our presence versus a competitor.
- Direct feedback received from customers as a result of participation.

Sponsorships involving cash contributions and/or in-kind services in exchange for the following sponsorship privileges/rights should adhere to the criteria stated in the sponsorship parameters.

Sponsorship Parameters

- Event must be sponsored by the City, OR, the requesting agency must provide proof of insurance for the event in accordance with city policy.
- Large Public Utilities banner(s) displayed at the event.
- Prominent Public Utilities display/booth at event.
- Right to distribute information and giveaways at event.
- Right to sell Public Utilities materials at event (T-shirts and bottled water, etc.), if permitted.
- Right to negotiate exclusivity option, such as only electric utility, bottled water supplier, etc.
- Sponsorship mentions over public address system during event.
- Sponsorship listing on all public relations/media materials, such as flyers, posters, press releases, advertisements, invitations, programs, etc. Event planning must include a public relations or marketing effort.
- Limited number of free passes to event (if fee charged).
- Limited number of free parking passes at event (if fee charged).
- Other considerations as deemed appropriate by Public Utilities.

Note: If the sponsorship privileges and criteria established above cannot be met, RPU involvement may be limited to event participation only.

It is not Riverside Public Utilities' policy to purchase or sponsor tables at charitable events. Instead, the Utility may opt to purchase 2 – 4 tickets to these events, if they are deemed appropriate to RPU's overall business plan. These tickets will be utilized for Board members or as employee or volunteer recognition.

Funding and Approvals

A sum of \$100,000 will be set aside each fiscal year and made available on a first-come, first-serve basis. The funds are subject to staff review and the completion of the required approvals, as specified, until the available funds have been exhausted. The spending levels that require City Manager and Council approvals (\$10,000 and Above) concur with existing City policy number VIII-14. The proposed approval levels are:

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>

Following clarification on the bid summary and estimated capital expenditure for the work order to construct the proposed gage well, the Board of Public Utilities:

- A) Approved the estimated capital expenditure of \$588,800 for Work Order 703649, which includes all design, construction, inspection, and systems connections for drilling and construction of Gage Well 98-1; and
- B) Approved and recommended that the City Council award a contract for construction of Gage Well 98-1, Bid Award 5600, to the lowest responsive bidder, as determined by the City Council.

Motion – Pevehouse. Second – Newberry, Jr., P.E. All ayes.

INSTALL UNDERFREQUENCY RELAYS AT 11 SUBSTATIONS
WORK ORDERS 682980 – 682990

Following the presentation by Assistant Director Baldwin on the existing and proposed load shedding schedule, the Board of Public Utilities approved 11 Work Orders 682980 through 682990 for the total estimated capital expenditure of \$615,000 to install underfrequency relaying.

Motion – de la Cruz. Second – Macher. All ayes.

DECEMBER 1998, "CALLING CARD" BILL STUFFER

Marketing Communications Manager Bergh highlighted the benefits of providing a magnetized "calling card" to the residential base. She added that this bill stuffer proposal was reviewed by the Finance/Marketing Committee at its meeting on November 4, 1998, and gave an overview of the changes to the sequence of telephone numbers recommended by the Committee.

The Board of Public Utilities approved and recommended that the City Council approve distribution of the "calling card" bill stuffer in the December 1998 billing cycle, or in the next available billing cycle if delayed due to schedule changes.

Motion – Pevehouse. Second – Newberry, Jr., P.E. All ayes.

➔ **DEPARTMENT POLICY FOR SPONSORSHIPS OR PARTICIPATION IN COMMUNITY EVENTS**

Deputy Director Wright gave an overview of the Department Sponsorship Policy and associated expenditures related to sponsorships and/or participation in the community.

The Board of Public Utilities approved and recommended that the City Council approve the Public Utilities Department Sponsorship Policy and increase funding for sponsorship and/or participation in community events.

Motion – Newberry, Jr., P.E. Second – Macher. All ayes.



City of Riverside

City Council Memorandum

HONORABLE MAYOR AND CITY COUNCIL

DATE: October 8, 2002

ITEM NO: 20

SUBJECT: CITY COUNCIL POLICY ON SPONSORSHIPS

BACKGROUND:

The City is often asked to provide support, both in-kind and financial, to assist organizations bring to fruition special events, programs, or projects that provide a benefit to the general public. Such sponsorship activity may range from financial support for the Orange Blossom Festival to police services for the Ramona High School Parade.

The City firmly believes that sponsorship activity serves to enhance a City's character and quality of life. Special events and programs encourage community identity and pride and promote the city as a desirable place to live and do business in. However, although in full recognition of the unique role special events play in the life of a city, staff has cause for concern over the increase in the number of requests and associated costs of such support. At times, confusion arises over what the city ought to sponsor or ought not to sponsor due to the lack of clearly defined criteria for such support. Conversely, applicants seeking sponsorship support are unaware of the process and duties incumbent upon them to provide the kind of information the City needs to be accountable for the expenditure of public funds.

With both budgetary considerations and accountability concerns in mind, on September 23, 2002, staff brought forth a draft City Council Policy on Sponsorships for Finance Committee review. The draft City Council Policy on Sponsorships sets forth criteria and guidelines for governing the granting of City of Riverside funds or in-kind services for local festivals, special events, community projects or programs. The Policy delineates a set of reporting requirements that will enable the City to better perform cost-benefit analyses and assess whether the program is meeting the criteria set forth in the Policy.

The draft City Council Policy on Sponsorships also seeks to address the various concerns and interests of all city departments, most notably Public Utilities and Development, whose goals and objectives, as well as requirements, often differ from the requirements considered when granting General Fund resources toward sponsorship activity. For example, the City has often not been interested in sponsoring an event or program with General Fund monies, but Public Utilities or the Development Department have felt such sponsorship beneficial to meet their goals. One example of a specific instance might be an event where significant communication of public benefit programs to electric customers could occur.

Public Utilities is required by state law to operate and promote specific programs and often utilizes community events to promote these programs, usually energy conservation and low-income assistance. Sponsorship activities are also often initiated by the city for strategic marketing purposes, such as tables at business expos, to promote business attraction, expansion, and retention in the City. Viewed more as a marketing activity, this kind of sponsorship does not fall under the purview of this Policy, nor do events or programs put on by city departments as part of their everyday mode of doing business.

A draft City Council Policy on Sponsorships is attached to this report for your review (see Exhibit A). Highlights include: Purpose of the Policy; Goals and Objectives; General Requirements, Eligibility Criteria, and Conditions; Application/Award Process, and Reporting Requirements. Similar policies from other jurisdictions, such as Los Angeles, Santa Barbara, San Diego, and Pasadena, were examined during the construction of this draft policy.

FISCAL IMPACT:

There is no fiscal impact associated with approval of the City Council Policy on Sponsorships. The granting of funds toward sponsorship activity will be approved during the adoption of the Annual Budget.

ALTERNATIVES:

The City Council could choose to modify this draft City Council Policy on Sponsorships or forego enacting any such Policy.

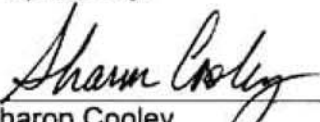
STAFF RECOMMENDATION:

That the City Council approve the City Council Policy on Sponsorships.

FINANCE COMMITTEE RECOMMENDATION:

With all members present at its September 23 meeting, the Finance Committee recommended that the City Council approve the City Council Policy on Sponsorships.


Prepared By:


Sharon Cooley
Senior Management Analyst

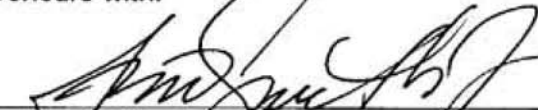
Prepared By:


Kris Martinez
Administrative Services Manager

Approved by:


George A. Carvalho
City Manager

Concurs with:


James Smith, Jr.
Management and Budget Director

Concurs with:


Thomas R. Evans
Interim Assistant City Manager
Public Utilities Director

Concurs with:


Frank Schiavone
Finance Committee Chair



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 the 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 slightly differ 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 the City'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.

DRAFT

- *Public Benefit Programs:* Promotes one or more of the department's energy programs on conservation, low-income assistance, renewable resources, or research and development that offer incentives or education to all of our customers in the city of Riverside.
- *Water Programs:* Promotes the department's programs on water conservation, water quality and system reliability offering incentives or education on how to save money and precious resources to all of our customers in the city of Riverside.
- *School Educational Programs:* Educates students and their parents about our local customer-owned utility, energy and water related issues, programs and career opportunities.
- *Economic Development:* Communicates the department's ability of providing low rates, reliable service, incentive programs and assistance to encourage significant expansion of existing businesses and attract new businesses to the city of Riverside for the benefit of enhancing electric sales, local jobs and the economic health of the community.

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. It is not the intention of the City to be a title sponsor or single top contributor to any community event.

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 non-profit corporation or organization with tax exempt status.
2. The special event, community project or program supports the aforementioned goals and objectives.
3. 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.*
4. The recipient of funds or in-kind services shall provide recognition as a sponsor in exchange for the City's 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.
5. The non-profit 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.
6. The non-profit corporation will 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.

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 non-profit 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 and approval for sponsorship are administered by the Office of Management and Budget, with the exception of organizations seeking sponsorship by Riverside Public Utilities. 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. All targeted funding sources must be listed on the application, as well as all the levels of sponsorship/recognition opportunities from \$50, if available, and above. Funding allocation may be adjusted if additional funds are obtained from other city departments.
2. Applications for sponsorship are due on or before December 1 in the year prior to the fiscal year for which funding is sought (e.g., December 1, 2002 for funding to be used toward an event, program, or project occurring between July 1, 2003 and June 31, 2004). One application will be accepted per organization per fiscal year. Some limited exceptions may be made.
3. Approval for any sponsorship is not guaranteed, and is subject to the availability of funds or in-kind services. The City Manager will make the recommendation for funding to the City Council for consideration and approval through the Annual Budget process. Budget adoption will signal the approval of funding.

If funds set aside for sponsorships are still unprogrammed after budget adoption, applications will be accepted for consideration on a first-come basis until funds have been exhausted. The City Manager, or his or her designee, will have approval authority in accordance with Administrative Manual Policy Number II-5.

4. Organizations must apply each year according to the City's application requirements 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.
5. 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

DRAFT

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.

6. 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 up 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).
7. For sponsorship consideration, an application must be sent to one of the following:
 - a. City of Riverside, Office of Management and Budget, Attn: Sponsorships, 3900 Main Street, Riverside, California 92522
 - b. City of Riverside, Riverside Public Utilities, Attn: Sponsorships, 3900 Main Street, Riverside, California 92522

**Bottled water from the Riverside Public Utilities is also available for purchase at cost. Upon approval of purpose, the requesting agency may purchase bottled water with Riverside Public Utilities label at cost with proceeds benefiting the approved cause. Contributions to other city departments for bottled water will be made as deemed appropriate by Riverside Public Utilities and may exceed the donation limit of 10 cases.*

V. Reporting Requirements

The City of Riverside is accountable to the citizens it serves for ensuring appropriate use of funds and in-kind services. In an effort to ensure appropriate quality control of funds and in-kinds services and monitor the non-profit organization's intended outcomes are achieved, the City may conduct site visits and attend the sponsored events.

Additionally, the following documents are required upon completion of the event or at the end of the grant period:

1. Final Narrative Report is required no later than forty-five days after the closing of the special event, community project or program. The Report shall be submitted on the form provided by the City.
2. Financial Report is required upon submittal of the Final Narrative Report. The Report is a detailed financial statement on revenues generated and expenditures.
3. Promotional Materials (fliers, posters, programs, etc.) distributed in marketing the special event, community project or program are also required with the submittal of the Final Narrative Report.

City Funding for Organizational Support and Special Events

Name of Organization	GL KEY	Dept	2002/03 Approved	2002/03 CDBG
Social/Youth Program Support				
Alternatives to Domestic Violence	3100000	PD	20,000	40,000
City/Co Child Care Consortium	5205000	PR	20,000	
Helpline Program-Volunteer Center	1130000	CM	30,000	
National Youth Sports Program	5205000	PR	20,000	
Operation Safehouse	3100000	PD	20,000	6,450
Rape Crisis Center	3100000	PD	20,000	
University Eastside Community Collaborative	5200000	PR	50,000	
Youth Action Office	5205000	PR	25,000	
Youth Action Office	5205000	PR/CM	20,197	
Youth Service Center	1130000	CM	20,000	12,000
Subtotal			245,197	58,450
				303,647
Promotion and Marketing				
Chambers of Commerce: Special Projects	7220000	ND	5,000	
Chambers of Commerce: Small business development	2815000	DV	24,669	
Chambers of Commerce: Business/Community Support	6020000	PU	25,000	
Community Calendar (COC)	7220000	ND	5,000	
KRCB: KRCB Program	7220000	ND	61,461	101,850
KRCB: Tree Project	7220000	ND	12,744	
KRCB: Riverside against Taggers	7220000	ND	15,885	
Mission Inn Foundation	7220100	ND	37,900	
Mission Inn Foundation: collections inventory	7220000	ND	32,000	
Riverside Community On-Line	7220000	ND	40,000	
Visitor Center (EHI)	7220100	ND	55,200	
Subtotal			314,859	101,850
				416,709
Riverside Arts				
Riverside Arts Council	7230000	ND	94,285	
City Arts Grants (thru RAC)	7230000	ND	140,000	
Subtotal			234,285	0

City Funding for Organizational Support and Special Events

Name of Organization	GL KEY	Dept	2002/03 Approved	2002/03 CDBG
Festivals and Special Events				
4th of July (2 sites)	3125000	PD	6,500	
Airshow	3125000	PD	6,500	
Black History Month (2 events)	3125000	PD	3,800	
Black History Month (general oper)	1130000	CM	5,000	
Cinco de Mayo (2 events)	3125000	PD	3,200	
Cinco de Mayo (general oper)	1130000	CM	5,000	
Festival of Lights	3125000	PD	1,500	
Festival of Lights	7220000	DV/ND	7,500	
Festival of Lights	6020000	PU	15,000	
Lester Oaks Parade	3125000	PD	1,800	
Mock Trial Program	7240000	ND	1,800	
North HS Homecoming Parade	3125000	PD	300	
Orange Blossom Festival: general support	7220100	ND	40,000	
Orange Blossom Festival: Policing costs	9729810	PD	50,000	
Orange Blossom Festival: Public Utilities	6020000	PU	35,000	
Poly HS Homecoming Parade	3125000	PD	250	
Ramona HS Parade	3125000	PD	300	
Riverside Comm. Flower Show	7240000	ND	2,667	
Riverside International Film Festival	7220100	ND	5,000	
Riverside Wednesday Night	6020000	PU	20,000	
Riverside Wednesday Night	2800000	DV	16,000	
Unprogrammed Funds	6020*	PU	180,000	
Unspecified Police OT	3125000	PD	7,050	
Villegas Park Festival	3125000	PD	3,300	
Subtotal			417,467	0
Sub Total General Fund:			920,808	
Grand Total:			1,211,808	160,300
Total City Funds:				1,372,108



People Serving
People

CITY OF RIVERSIDE

CITY COUNCIL MEMORANDUM



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

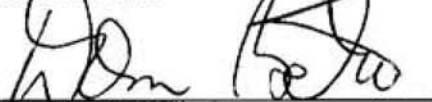
Prepared by:


Cheryl Dye
Economic Development Manager

Approved by:


George Carvalho
City Manager

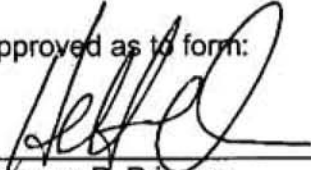
Concurs with:


Councilman Betro

Concurs With:


Paul C. Sundeen
Finance Director

Approved as to form:


For Gregory R. 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@bpearcyaw.com	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@roc.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	ssmmid@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. Caravalho
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.

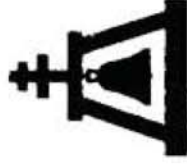
7. The purpose of the special event, community project or program is not organized around political or religious themes, but serves as a benefit to the City of Riverside community as a whole.
8. The nonprofit corporation will not discriminate on the grounds of race, religious creed, color, national origin, 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.

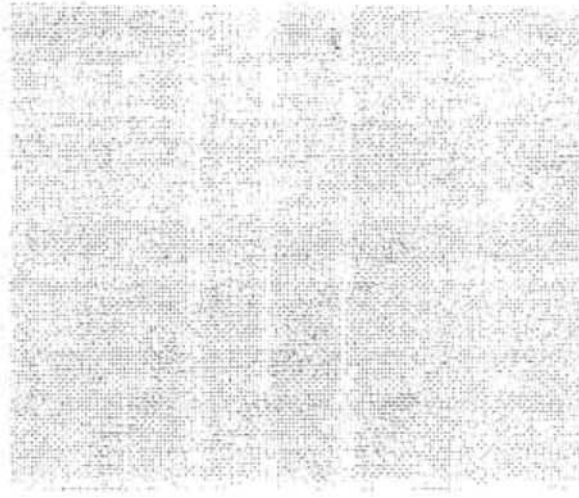
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Kim Davidson-Morgan
3811 Market St
Riverside, Ca 92509*

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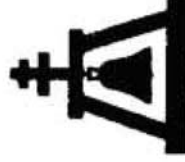


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CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522

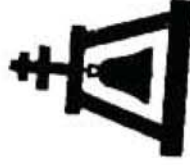


*Mr. Diamdopolus
Cithena Research #270
6700 Indiana Ave 270
Riverside, Ca 92506*

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CITY OF *Riverside*

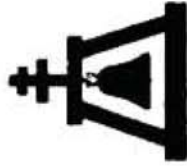
DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Daniel Foster
Riverside Art Museum
3425 Mission Inn Ave
Riverside, Ca 92501*

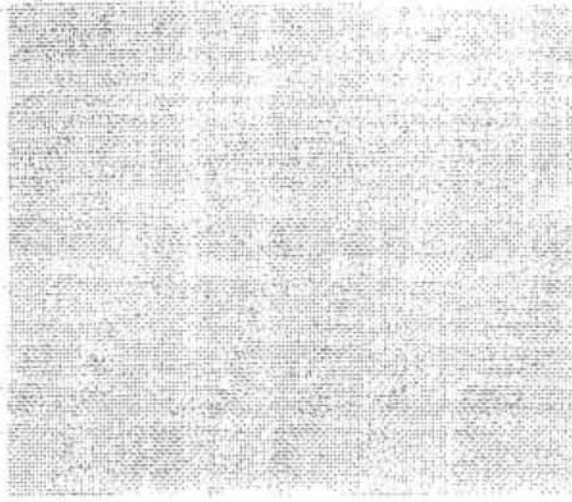
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CITY OF *Riverside*
DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Silvia Hatzis
Riverside Orange Blossom
Festival
3750 Market St
Riverside, Ca 92501*

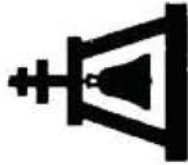
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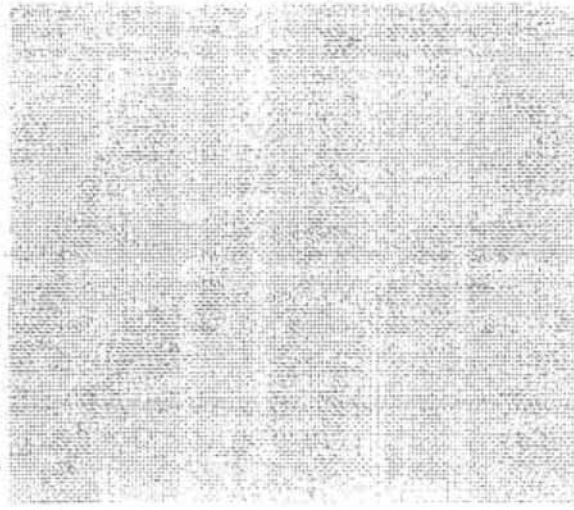
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



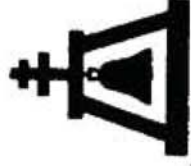
*Brian Pearcy, Esq.
14745 Riverside Dr.
Riverside, Ca 92518*

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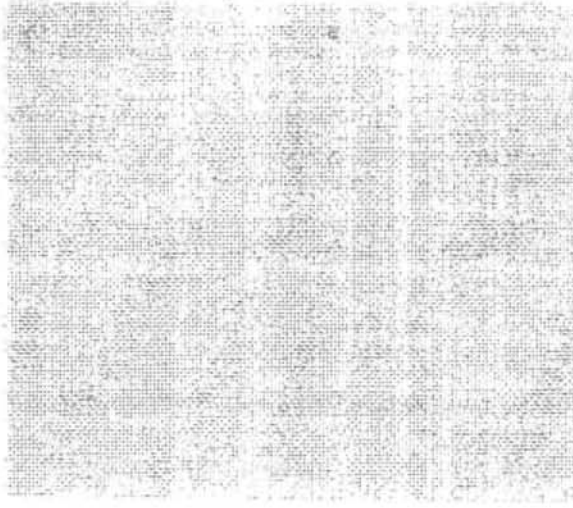
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CITY OF *Riverside*
DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Janise Penner
Riverside Downtown Partnership
3666 University Ave #100
Riverside, Ca 92501*

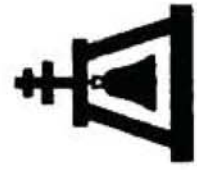
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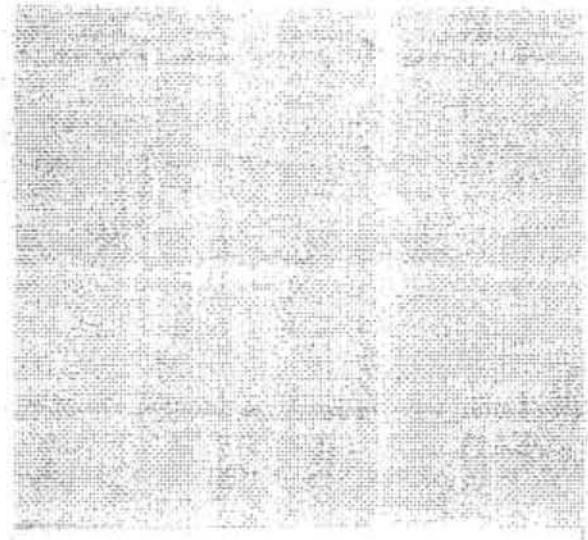
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Bonavita Quinto
Quater Riverside Regional
6730 Broadton
Riverside Ca 92501*

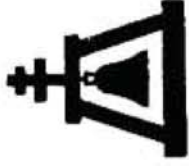
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CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522

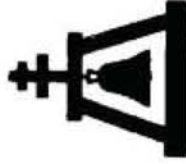


*Ms. Cindy Roth
Riverside Chamber of Commerce
3985 University Ave
Riverside, Ca 92501*

#85

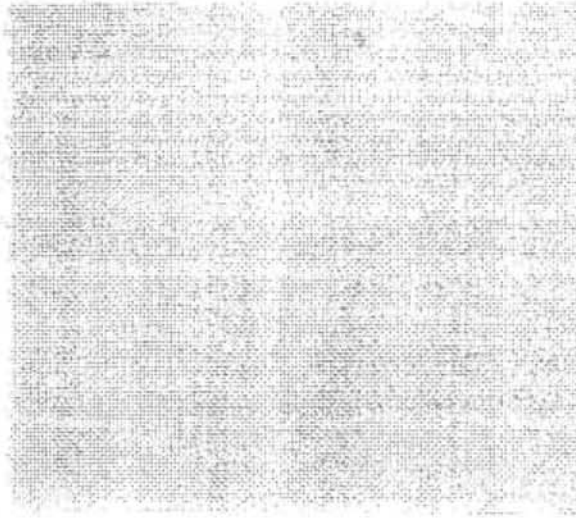
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Mike Saccio
Dep. District Attorney
4075 Main St
Riverside, Ca 92501*

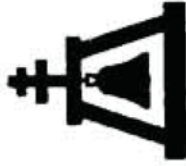
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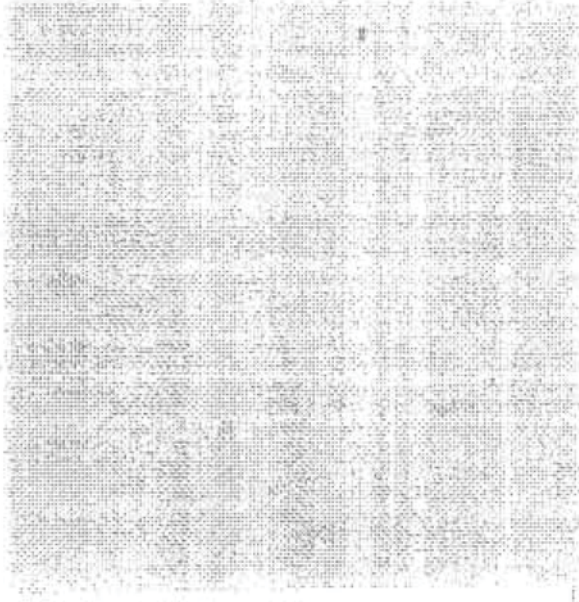
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Sarah Sweeney Mundy
Davidson Mundy Consulting
3811 Market St
Riverside, Ca 92501*

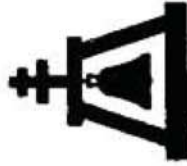
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CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522

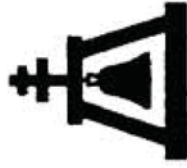


Don Tucker
3452 University Ave
Riverside Ca 92501

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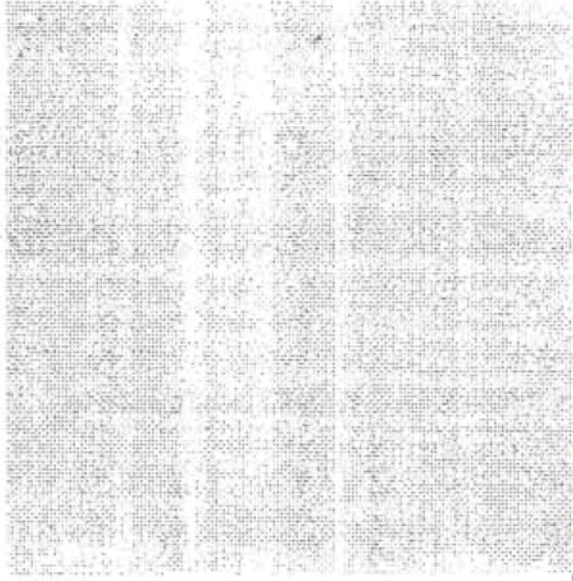
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



Lon Varvach
2743 Orange Street
Riverside, Ca 92501

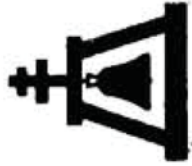
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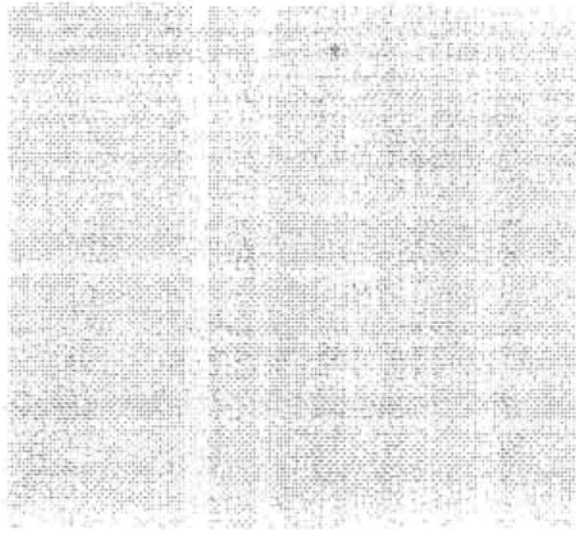
CITY OF *Riverside*

DEVELOPMENT DEPARTMENT
3900 Main Street
Riverside, California 92522



*Paula Willette
P.O. Box 1160 Wildomar
Riverside, Ca 92595*

#85



281500



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.

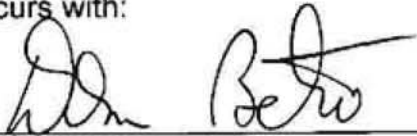
City Sponsorship Program implementation and management was handled by the Office of Management and Budget until Fiscal Year 2006/07, when the Development Department was tasked with the management responsibility. During 2006/07, staff found that many organizations did not know of or were not aware of 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.



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
few dollars available
for CIRELL groups.

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 Backstop DID NOT include a list of groups receiving
funding over the past 5 years
SUBJECT: Not the winter where the event was
held.

☐ 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 SC13C
organizations as some citizens may have good
ideas for events without being SC13C
I do not believe these groups should be subjected to insubordination

and add that total amount to the amount for events, COUNCIL MEETING, across R1 (round)

AND SUBMIT THIS CARD TO THE CITY CLERK.
Y CLERK BEFORE THE SCHEDULED MEETING
IS CALLED. ~~NAME~~ NAME

2 (card 3 of 3)

men Davis Wright

Ward 3

100

- New grades roughly a million a more

City/State/Zip

the possible number of animals
a group which has 500000 against

OPPOSE

NEUTRAL

this form is available to the public.

of City Council and adopted by Resolution No. 22546, the Members of the City Council at preserve order and decorum throughout the Meeting. In that the public are advised that any delay or disruption in the of the City Council or the presiding officer constitutes a violation

to Riverside Downtown
it combined 700,000 or more.
10 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): 782-9868

ADDRESS (Optional): 1770 LOWA AVE #100 RIVERSIDE, CA 92507
Address City/State/Zip

SUBJECT: COMMUNITY SPONSORSHIP
☒ SUPPORT ☐ OPPOSE ☒ NEUTRAL

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

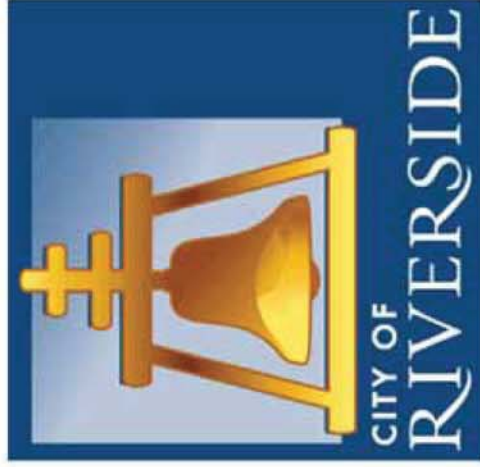
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City of Arts & Innovation

**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 Zelinka, 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 501 c category.



Recommendation

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



MINUTES

DEVELOPMENT COMMITTEE City of Riverside Thursday, April 17, 2014, 3 p.m. Mayor's Ceremonial Room

PRESENT: Chair Gardner, Vice Chair Adams, and Member Mac Arthur

ABSENT: None

STAFF PRESENT: Colleen Nicol, Margie Haupt, Sarah Mundy, Gema Ramirez, Belinda Graham, Kristi Smith, Staci Sullivan, Moises Lopez, David Murray, Deanna Lorson, Scott Barber, Nathan Freeman, Phil Pitchford, Steve Hayes, Emilio Ramirez, Dave Welch, Jay Eastman, and Erin Gettis

ALSO PRESENT: Aurora Chavez, Terrie Boudreaux, Robbie Silver, Mark and Sandra Woods, Roberta Loneridge, Gurumantra Khalsa, Andrew Walcker, Latonia Scoggins, Karen Renfro, Turner and Vivian Stancil, Jane Block, Nancy Melendez, Erin Snyder, Karen Doris Wright, David Leonard, John Kriek, and Alicia Robinson

Chair Gardner called the meeting to order at 3 p.m.

FACILITY RENTAL RATES AND FEE STRUCTURE FOR RIVERSIDE MUNICIPAL AUDITORIUM AND SHOWCASE

Following discussion, motion was made by Vice Chair Adams and seconded by Member Mac Arthur recommending that the City Council (1) approve the Facility Rental Rates and Fee Structures for the Riverside Municipal Auditorium and the Showcase as outlined in the written staff report; and (2) authorize the City Manager, or his designee, to make minor changes to the approved Facility Rental Rates and Fee Structures as may be necessary to implement. Motion carried unanimously.

CITY SPONSORSHIP PROGRAM

Following discussion of the City Sponsorship Program policy and procedures, and without formal motion, the Development Committee unanimously provided the following policy direction: (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.

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

Following discussion, motion was made by Chair Gardner and seconded by Vice Chair Adams recommending that the City Council (1) select Opticos Design Inc., with Sargent Town Planning for the preparation of the Smart Code Specific Plan, Northside Neighborhood Vision, and the

related planning efforts; (2) authorize hiring of two contract planning staff to assist in-house planning staff for the duration of the Smart Code Specific Plan efforts identified in the written staff report; (3) approve an inter-fund loan to pay for the planning efforts; and (4) authorize staff to investigate the use of a development surcharge, as allowed by Government Code §65456. Motion carried unanimously.

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

Following discussion, motion was made by Vice Chair Adams and seconded by Member Mac Arthur supporting (1) disposition and restoration of the Victorian houses in their current locations at 4586 Olivewood Avenue and 4587 Mulberry Street at fair market land value identified with Assessor Parcel No.'s 219-043-021 and 022; and (2) disposition of the adjacent vacant land located between Olivewood Avenue and Mulberry Street identified with Assessor Parcel No.'s 219-043-010, 011, 012, 013, 014, 015, 016, 017, 018, 019, and 020 at fair market value. Motion carried unanimously.

ORAL COMMUNICATIONS FROM THE AUDIENCE

Karen Wright spoke regarding the Smart Code project and Specific Plans. Erin Snyder spoke regarding fiscal responsibility, the Smart Code project, and public participation. Karen Renfro spoke regarding public comment, City public policy exceptions, and development. Gurumantra Khalsa spoke regarding development, the 26 in 26 Project, City Council meetings, and agendas. Aurora Chavez spoke regarding zoning changes for the Victorian homes on Olivewood and Mulberry, City Council meetings, and agendas. John Kriek spoke regarding the Environmental Protection Commission, open space, Riverside Golf Course, and the flood plain.

ITEMS FOR FUTURE DEVELOPMENT COMMITTEE CONSIDERATION AS REQUESTED BY MEMBERS OF THE COMMITTEE

There were no future items requested at this time.

The meeting adjourned at 5:15 p.m.

Respectfully submitted,



COLLEEN J. NICOL
City Clerk



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: NOVEMBER 7, 2014

ITEM NO: 4

SUBJECT: COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

ISSUE:

The item for Board of Public Utilities consideration is the need to review the present Community Event Participation and Sponsorship Policy.

RECOMMENDATION:

That the Board of Public Utilities direct staff to review and bring back any required or needed modifications to the Community Event Participation and Sponsorship Policy within 90 days.

BACKGROUND:

The Riverside Public Utilities Community Event Participation and Sponsorship Policy was established and approved by the Board of Public Utilities in 1996. The City Council considered a bottled water policy and the sponsorship policy (two separate reports) on December 1, 1998. The City Council's Governmental Affairs Committee considered both the bottled water and the sponsorship policies on March 4, 1999, and then referred it back to City Council. On April 20, 1999, City Council adopted both policies, in separate reports.

It has been 15 years since the Policies has been reviewed. Staff is proposing to undertake a comprehensive review both policies to ensure the intents and outcomes of both programs are still being met.

FISCAL IMPACT:

There will be no fiscal impact to this review

Prepared by:	Stephen H Badgett, Deputy General Manager
Approved by:	Girish Balachandran, Public Utilities General Manager
Approved by:	Belinda J. Graham, Assistant City Manager
Approved as to form:	Cristina L. Talley, Interim City Attorney

Certifies availability of funds:

Laura Chavez-Nomura
Public Utilities Assistant General Manager
Finance /Administration

Attachments: 1. Community Event Participation and Sponsorship Policy
2. Bottled Water Policy

RIVERSIDE PUBLIC UTILITIES

COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

Riverside Public Utilities recognizes that community events and sponsorships are a necessary element in supporting our community to market and promote our products and services to the public. Acknowledging this, the policies herein pertaining to events and sponsorship guidelines have been established and the following criteria must be met for any and all participation considered by Riverside Public Utilities.

COMMUNITY EVENTS DEFINED

Community events shall be considered as special occurrences, events or activities that are generally planned on a periodic basis and feature information, entertainment or educational materials of general or specific interest and benefit to the community or a targeted audience. Upon meeting this definition of a community event, two questions must be answered "Yes" and the benefits must be stated and approved accordingly.

Question 1: Is there a benefit to the community? Stated Benefit:

Question 2: Is there a benefit to the Public Utilities Department? Stated Benefit:

Event Participation Parameters

- Event participant, not a sponsor. Limits liability.
- No guarantee of participation or availability.
- Public Utilities booth, display or speaker at event.
- Staffing, displays and materials based on availability.
- Utility reserves the right to include and promote any local business within its booth space.
- Event, registration or booth fees may apply if standard fees are charged to everyone. If booth fees apply, Public Utilities may maintain right to sell utility materials at event (T-shirts, bottled water, etc.), if permitted. Funding of fees is subject to the same limits and approvals as sponsorship contributions, given below. Public Utilities staff should seek waiver of fees if available to governmental agencies.

In accordance with City policy, RPU will not lend its support to efforts involving: groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto; activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

SPONSORSHIP DEFINED:

A sponsorship endorses an event and/or its purpose and should be carefully examined in this regard. Once selected, sponsorships or events should be evaluated on their effectiveness, with consideration given, in particular, to:

- The number of customers reached.
- The value of our presence versus a competitor.
- Direct feedback received from customers as a result of participation.

Sponsorships involving cash contributions and/or in-kind services in exchange for the following sponsorship privileges/rights should adhere to the criteria stated in the sponsorship parameters.

Sponsorship Parameters

- Event must be sponsored by the City, OR, the requesting agency must provide proof of insurance for the event in accordance with city policy.
- Large Public Utilities banner(s) displayed at the event.
- Prominent Public Utilities display/booth at event.
- Right to distribute information and giveaways at event.
- Right to sell Public Utilities materials at event (T-shirts and bottled water, etc.), if permitted.
- Right to negotiate exclusivity option, such as only electric utility, bottled water supplier, etc.
- Sponsorship mentions over public address system during event.
- Sponsorship listing on all public relations/media materials, such as flyers, posters, press releases, advertisements, invitations, programs, etc. Event planning must include a public relations or marketing effort.
- Limited number of free passes to event (if fee charged).
- Limited number of free parking passes at event (if fee charged).
- Other considerations as deemed appropriate by Public Utilities.

Note: If the sponsorship privileges and criteria established above cannot be met, RPU involvement may be limited to event participation only.

It is not Riverside Public Utilities' policy to purchase or sponsor tables at charitable events. Instead, the Utility may opt to purchase 2 – 4 tickets to these events, if they are deemed appropriate to RPU's overall business plan. These tickets will be utilized for Board members or as employee or volunteer recognition.

Funding and Approvals

A sum of \$100,000 will be set aside each fiscal year and made available on a first-come, first-serve basis. The funds are subject to staff review and the completion of the required approvals, as specified, until the available funds have been exhausted. The spending levels that require City Manager and Council approvals (\$10,000 and Above) concur with existing City policy number VIII-14. The proposed approval levels are:

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>

RIVERSIDE PUBLIC UTILITIES

BOTTLED WATER POLICY

Revised October 28, 1998

I. PURPOSE

Riverside Public Utilities (RPU) may donate or provide bottled water as part of a sponsorship for specific activities, organizations and causes that advance both a public purpose and the corporate purpose of RPU.

II. DEFINITIONS OF PURPOSES

- A. **Public Purpose** – A purpose that has as its objective the promotion of public health, safety, general welfare, security, prosperity, and contentment of the customers of RPU.
- B. **Corporate Purpose** – A purpose that has as its objective the furtherance of the lawful business interests and responsibilities of RPU.

III. EVALUATION OF REQUESTS

The provision or donation of RPU bottled water should be viewed as a community sponsorship as it lends support to a particular nonprofit purpose or objective. Subject to the requirement that community sponsorships advance public purpose(s) and corporate purpose(s), the evaluation of requests for bottled water shall include the following:

A. ***RPU may lend its support to efforts involving:***

- education (includes public, private and parochial schools)
- community/civic
- arts, culture and humanities
- environment
- safety, health and human services
- economic development
- and any other cause that advances a public or corporate purpose of RPU.

B. ***RPU supports City policy and will not lend its support to efforts involving:***

- groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto.
- activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

IV. BOTTLED WATER CONTRIBUTIONS

Contributions of bottled water from RPU may be as follows:

A. *In-Kind Sponsorship Value*

As part of a sponsorship agreement, RPU may donate bottled water if such donation is valued in the agreement at the selling price of the water.

B. *Purchase at Cost*

Upon approval of purpose, the requesting agency may purchase bottled water with RPU label at our cost with proceeds benefiting the approved cause.

C. *Donation*

RPU may donate up to a maximum of 10 cases of bottled water in one calendar year to an approved organization/agency. RPU should be listed as a sponsor of the program at the value of the selling price of the bottled water or if the water is given away then the value assigned should be RPU's cost per case (currently \$10 per case).

Contributions to city departments will be made as deemed appropriate by Public Utilities staff and may exceed the 10 case limit.

V. APPROVAL PROCESS

Bottled water contributions that are donated or purchased at cost will be approved by Public Utilities staff in accordance with this policy. Nothing in this policy establishes an entitlement right to any organization, agency or individual to receive bottled water donations and/or bottled water at cost. In-kind sponsorships will follow the general sponsorship policy approval guidelines.



City of Arris & Innovation

Public Comment for November 7, 2014
Board of Public Utilities Meeting
Prepared by the City Clerk's Office at 4 p.m. on November 6, 2014

Item	Name	Neighborhood	Comments
4. COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY That the Board of Public Utilities direct staff to review and bring back any required or needed modifications to the Community Event Participation and Sponsorship Policy within 90 days.	Jason Hunter	Canyon Crest	<p>This program's intent was for RPU to market itself at community events in which it directly participated, "in consideration of future [retail] competition," in RPU's service territory. Retail competition died alongside the California energy crisis in 2000-2001, but somehow this program survived.</p> <p>In fact, it didn't just survive, it prospered. What started out as a \$100,000/year program has now become a \$250,000/year (budgeted) influence-peddling scheme. Former GM Dave Wright spent \$340,000 in fiscal year ending 2013 as part of his going-away party. Almost none of these expenditures were previously disclosed to the public, as they were done under the signature authority of RPU executives.</p> <p>I believe what we have here is an illegal multi-million dollar misuse of public funds. RPU revenues spent were/had: 1) unauthorized, in that the program doesn't comply with Section 1204 of the City Charter, and 2) very limited benefit to RPU. An audit of this entire program is needed.</p>

Oppose

11/4/2014 13:00

CITY OF RIVERSIDE

BOARD OF PUBLIC UTILITIES

Minutes of: Regular Meeting of the Board of Public Utilities

Date of Meeting: November 7, 2014

Time of Meeting: 8:30 a.m.

Place of Meeting: Public Utilities Boardroom
3901 Orange Street (at Ninth & Orange Streets)
Riverside, California

PLEDGE OF ALLEGIANCE TO THE FLAG WAS GIVEN

Roll Call

Present: Justin Scott-Coe
David Roberts
Ron Cole
Nick Ferguson

Susan Cash
Andrew Walcker
Dave Austin

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

Deputy General Manager Steve Badgett was acting General Manager at this meeting.

PRESENTATION

1 EMPLOYEE RECOGNITION AWARDS

None

MINUTES

2 The regular meeting minutes from the Board of Public Utilities meeting held on October 17, 2014 were approved as submitted.

Motion – Ferguson. Second – Austin.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Abstain: None.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

CITIZENS PARTICIPATION

3 Public Comment Period

Tom Evans spoke regarding the favorable collaboration with the City of Riverside and Western Municipal Water District concerning potable water and other water concerns and conservation.

Public Comment Period – cont'd

Raychele Sterling spoke regarding Proposition 26 and electric rates, including misuse of the reliability charge.

Jason Hunter spoke regarding the employee disciplinary process, the Code of Ethics, RPU real property issues and RPU sponsorship policies

CONSENT CALENDAR

A motion was made to approve the following items on the Consent Calendar:

Motion – Ferguson. Second – Cole.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

Other Items

4 COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

The Board of Public Utilities directed staff to review and bring back any required or needed modifications to the Community Event Participation and Sponsorship Policy within 90 days.

DISCUSSION CALENDAR

5 REHABILITATION PROJECTS FOR THREE WELLS FOR 2014-2015; WORK ORDER NO.1508448, FLUME 4 WELL; WORK ORDER NO.1508449, PALMYRITA WELL; WORK ORDER NO.1508450, GARNER 6 WELL

Following discussion, the Board of Public Utilities approved the capital expenditure in an estimated amount of \$645,000 for the following domestic well rehabilitation projects:

1. \$215,000 for Work Order No. 1508448, Flume 4 Well;
2. \$215,000 for Work Order No. 1508449, Palmyrita Well; and
3. \$215,000 for Work Order No. 1508450, Garner 6 Well.

Motion – Cole. Second – Austin.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

6 ACCEPTANCE OF METROPOLITAN WATER DISTRICT MEMBER AGENCY FUNDING THROUGH WESTERN MUNICIPAL WATER DISTRICT MEMBER AGENCY ADMINISTERED INCENTIVE PROGRAM FOR INCREASED WATER CONSERVATION BUDGET FOR TURF REMOVAL – SUPPLEMENTAL APPROPRIATION

Following discussion, the Board of Public Utilities recommended that the City Council:

1. Authorize the Finance Director/Treasurer to accept reimbursement for funds up to \$3.1 million deposited to the Water Conservation Fund (521) from the Member Agency Administered Incentive Program;
2. Approve a supplemental appropriation of up to \$3.1 million for the un-programmed account 6220200-453001 and reimbursement other agencies-WMWD account 0000521-345456 in Water Conservation Fund from the Western Municipal Water District through the Member Agency Administered Incentive Program for turf removal programs;
3. Authorize a fund transfer in the amount of \$1 million from the 520 Water Fund Balance account 0000520-298000 to the 521 Water Conservation Fund Balance Account 0000521-298000;
4. Authorize a supplemental appropriation in the amount of \$1 million to the Commercial Waterwise Landscape Account 6220200-457024 in the 521 Water Conservation Fund;
5. Authorize the City Manager or his designee to implement the Program modification and to make any minor non-substantive changes necessary to implement the Program modification;
6. Authorize the City Manager or his designee to award all rebates within turf removal incentive levels in excess of \$50,000 directly to participating customers; and
7. Authorize the City Manager or his designee to extend this program through Fiscal Year 2019/2020.

Motion – Austin. Second – Cole.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

7 INCREASE FUNDS AND AWARD OF PURCHASE ORDER FOR MAGNOLIA PLAZA RELIABILITY PROJECT 69 KV RELAY AND CONTROL PANELS – WORK ORDER NO. 1227700

Following discussion, the Board of Public Utilities:

1. Approved a \$700,000 increase to Work Order No. 1227700 in order to complete Phase 1 of the project; and
2. Approved a purchase order in the amount of \$88,007.04 to Power Up Controls Inc. of Garden Grove, California, for the 69 kV relay and control panels, and associated equipment, required as part of the Magnolia Plaza Reliability Project.

Motion – Cole. Second – Austin.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

8 2014 SUMMER UPDATE ON ELECTRIC USAGE AND GENERATION AND WATER USAGE AND PRODUCTION CITYWIDE

Following discussion, the Board of Public Utilities received and filed this oral update.

Motion – Austin. Second – Cole.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

9 STORMWATER CAPTURE PROJECTS TO INCREASE WATER SUPPLY – UPDATE

Following discussion, the Board of Public Utilities received and filed this oral update.

Motion – Ferguson. Second – Austin.

Ayes: Scott-Coe, Cash, Roberts, Walcker, Cole, Austin, and Ferguson.

Absent: Ian Davidson (excused absence due to vacation)
Darrell Ament (excused absence due to business)

10 UPDATE ON THE DECOMMISSIONING OF THE SAN ONOFRE NUCLEAR GENERATING STATION UNITS 2 AND 3

Staff requested this item be DEFERRED to a future Board meeting.

BOARD MEMBER/STAFF COMMUNICATIONS

- 11 SYSTEMATIC REPORTING ON MEETINGS/CONFERENCES/SEMINARS BY BOARD MEMBERS AND/OR STAFF

None.

- 12 ITEMS FOR FUTURE BOARD OF PUBLIC UTILITIES CONSIDERATION AS REQUESTED BY A MEMBER OF THE BOARD OF PUBLIC UTILITIES

- Effect of Conservation Practices on the Revenue of the Utility


GENERAL MANAGER'S REPORT

- 13 Safety Update
- 14 State and Federal Legislative and Regulatory Update - Update on pending legislation that may impact the Water and/or Electric Utility
- 15 Committee Reports – Electric Committee, Water Committee and Customer Relations/Finance Committee
- 16 Monthly Power Supply Report – September 2014
- 17 City Council Agendas – October 21, 2014, October 28, 2014 and November 4, 2014
- 18 Upcoming Meetings
- 19 Electric / Water Utility Acronyms

UPCOMING MEETING

Chair Scott-Coe adjourned the meeting at approximately 10:20 a.m. The next regularly scheduled meeting of the Board of Public Utilities is to be held on **November 21, 2014 at 8:30 a.m.** in the Public Utilities Boardroom located at 3901 Orange Street in Riverside, California.

By: _____


Girish Balachandran, Secretary
Board of Public Utilities

Approved by: City of Riverside Board of Public Utilities

Dated: November 21, 2014



Sponsorship Programs

City Manager's Office

Governmental Affairs Committee

November 16, 2015

RiversideCa.gov

BACKGROUND

The City uses sponsorship programs to:

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



2

RiversideCa.gov

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



3

RiversideCa.gov

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



4

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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



5

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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



6

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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



7

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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>



8

RiversideCa.gov

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



9

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RECOMMENDATION

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



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RiversideCa.gov



City of Arts & Innovation

Public Comment for November 7, 2014
Board of Public Utilities Meeting
Prepared by the City Clerk's Office at 4 p.m. on November 6, 2014

Item	Name	Neighborhood	Comments
<p>4. COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY</p> <p>That the Board of Public Utilities direct staff to review and bring back any required or needed modifications to the Community Event Participation and Sponsorship Policy within 90 days.</p>	Jason Hunter	Canyon Crest	<p>This program's intent was for RPU to market itself at community events in which it directly participated, "in consideration of future [retail] competition," in RPU's service territory. Retail competition died alongside the California energy crisis in 2000-2001, but somehow this program survived.</p> <p>In fact, it didn't just survive, it prospered. What started out as a \$100,000/year program has now become a \$250,000/year (budgeted) influence-peddling scheme. Former GM Dave Wright spent \$340,000 in fiscal year ending 2013 as part of his going-away party. Almost none of these expenditures were previously disclosed to the public, as they were done under the signature authority of RPU executives.</p> <p>I believe what we have here is an illegal multi-million dollar misuse of public funds. RPU revenues spent were/had: 1) unauthorized, in that the program doesn't comply with Section 1204 of the City Charter, and 2) very limited benefit to RPU. An audit of this entire program is needed.</p>

Oppose	11/4/2014 13:00
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Public Comment for November 16, 2015
Governmental Affairs Committee Meeting
Prepared by the City Clerk's Office at 11 a.m. on November 16, 2015

Item	Name	Neighborhood	Position	Comments
1. City Sponsorship Programs (All Wards) Alexander T. Nguyen, Assistant City Manager	Jason Hunter	Woods Streets	Oppose	This staff report does not address the concerns of the public nor the members of the Government Affairs Committee from January 2015, when this topic was first referred to the Committee (10 months ago!). Namely: Riverside Public Utilities significant awarding of ratepayer monies (around \$300k/annum) to favored non-profits throughout the City, the vast majority of which does not benefit the ratepayer. It also does not address the significant conflict of interest in RPU General Manager Girish Balachandran cutting dozens of checks under his signature authority of \$25k to an organization that he sits on the Board of Directors of: the Greater Riverside Chamber of Commerce. RPU needs to stop abusing their customers AND violating the law to appease, "Friends of the City."

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 1

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Don DATE: 11-16-15

CITY/NEIGHBORHOOD: Ward 1 PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

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. 22796, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting.

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 1

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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NAME: VIVIAN MORENO DATE: 11/16/15

CITY/NEIGHBORHOOD: WARD 1 PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: THESE SPONSORSHIPS ARE JUST REWARDS FOR POLITICAL CONTRIBUTIONS

☐

SUPPORT

☐

OPPOSE

☐

NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 1

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: JASON HUNTER DATE: 11/16/15

CITY/NEIGHBORHOOD: WARD 1 PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: STOP THE COMMUNITY SENSORSHIP PROGRAM AT RPV UNTIL IT COMPLIES

☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL W/ LAW AND GET
BAKUCHANDAN OFF THE
CHAMBER BOARD

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

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 143

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Rayckle Sterling DATE: 11/16/15

CITY/NEIGHBORHOOD: _____ PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: Sponsorship

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SUPPORT

☐

OPPOSE

☐

NEUTRAL

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Pursuant to the City Council Meeting Rules adopted by Resolution No. 22796, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting.

MINUTES

GOVERNMENTAL AFFAIRS COMMITTEE

City of Riverside

Monday, November 16, 2015, 1 p.m.

Art Pick Council Chamber

PRESENT: Chair Melendrez, Vice Chair Gardner, and Member Davis, and Councilmember Soubirous substituting for Vice Chair Gardner for the item regarding City Sponsorship programs

ABSENT: None

STAFF PRESENT: Colleen Nicol, Marianna Marysheva-Martinez, Al Zelinka, Carlie Myers, Girish Balachandran, Margie Haupt, Michael Bacich, Dannette Allen, Cynthia Wright, Sarah Mundy, Nola Tainter, Mayor Bailey, Laura Nomura, and others

ALSO PRESENT: Jason Hunter, Rebecca Whatley, Don Gallegos, Vivian Moreno, Raychele Sterling, Christina Duran, and others

Chair Melendrez called the meeting to order at 1:03 p.m.

Councilmember Soubirous substituted for Vice Chair Gardner for the following item only.

SPONSORSHIP PROGRAMS

Following discussion, motion was made by Member Davis and seconded by Councilmember Soubirous recommending that the City Council (1) support enforcement of current City policy; (2) set a maximum cash contribution of \$10,000 for sponsorships of community events with second year funding at 80% of first year, third year funding at 60% of first year, and no cash contributions and in-kind contributions at half the 60% level for the two subsequent years; (3) provide that the Development Committee review sponsorship requests for recommendation to the City Council on the Consent Calendar for approval; (4) require within 120 days of the event a written report to the City Council justifying use of the funding provided; (5) provide that the Board of Public Utilities review sponsorships funded by RPU; (6) review the RPU Advertising Program including use of the "I Own It" slogan; (7) refer the draft policy back to the Governmental Affairs Committee for review in February 2016; (8) require quarterly reports to the Finance Committee on all sponsorship funds expended; and (9) implement the new sponsorship policy in connection with the 2016 sponsorship awards. Motion carried unanimously.

Councilmember Soubirous left the dais at this time and Vice Chair Gardner returned.

CITY COUNCIL RULES OF PROCEDURE AND ORDER OF BUSINESS – CONTINUED IN PART

Following discussion, motion was made by Vice Chair Gardner and seconded by Member Davis recommending that the City Council retain the current process for appointments to

City Council Standing Committees. Motion carried unanimously.

Following further discussion and without formal motion, the Committee recommended that the City Council amend the City Council Meeting Rules to (1) delete "to the greatest extent possible" with respect to appointments to regional organizations; (2) initially limit each elected official to three regional organization appointments (Councilmember Davis prefers two appointments); (3) if an elected official declines an appointment, it shall be filled by seniority of other elected officials; (4) allow unlimited Alternate assignments per elected official; (5) seniority of elected officials shall be as to the office currently held; and (6) such provisions shall not apply to organizations where the City Council is not the appointing authority.

Following further discussion and without formal motion, the Committee continued discussion of the role of the Mayor's Nominating and Screening Committee.

Following further discussion, motion was made by Vice Chair Gardner and seconded by Member Davis recommending that the City Council amend the City Council Meeting Rules to (1) conduct meetings on Tuesdays following Monday holidays; and (2) remove September from the summer meeting schedule. Motion carried unanimously.

Following further discussion and without formal motion, the Committee unanimously recommended that the City Council amend the Meeting Rules to (1) provide congruence with the Sunshine Ordinance; (2) reflect realignment of the Consent Calendar before the Discussion Calendar on the City Council agenda; (3) add language to the "Motion to Reconsider" clarifying that the Motion to Reconsider itself must be agendized for formal vote, unless made at the same meeting as the original action; and (4) add language explaining that a request during the recurring item entitled, "Items for Future Consideration as Recommended by the Mayor and Members of the City Council" does not suffice for agendizing a request for reconsideration. Motion carried unanimously.

ORAL COMMUNICATIONS FROM THE AUDIENCE

Jason Hunter spoke regarding the sponsorship policy, City executives serving on non-profits boards, Riverside Public Utilities marketing and sponsorships, and the Mayor's State of the City Address.

ITEMS FOR FUTURE GOVERNMENTAL AFFAIRS COMMITTEE CONSIDERATION AS REQUESTED BY MEMBERS OF THE COMMITTEE

Member Davis requested review of policy on removal of appointed board and commission members.

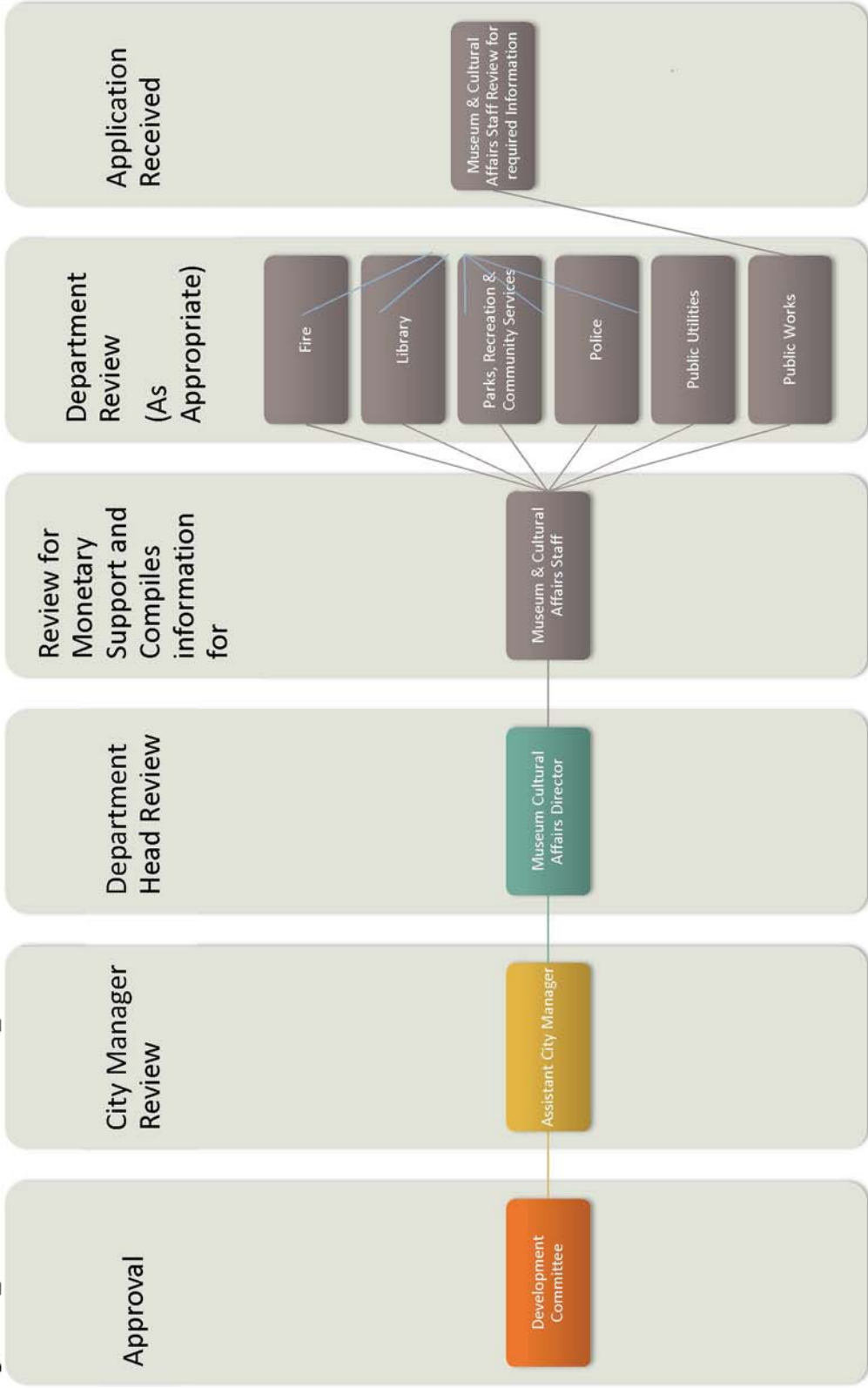
The Governmental Affairs Committee adjourned at 4:13 p.m.

Respectfully submitted,



COLLEEN J. NICOL
City Clerk

City Sponsorship Workflow



Analysis of Department Table Sponsorships

Department	FY14/15 expenditures, if any, on sponsorship & marketing, such as buying tables at events
City Clerk	none
Community & Economic Development	Community & Economic Development buys several tables throughout the year for an estimated cost of \$5,000.
Finance	Purchase of 4 or 5 at the Mayor's State of the City function. It was charged to the departmental "Travel and Meetings" budget line item
Fire Department	Department purchases seats for GMR each month, ranging from one to 10 seats, and seats at the Mayor's State of the City. Last fiscal year, \$2,160 was spent on these events.
General Services	General Services has not sponsored events in the past/prior years. Sharing the cost of a table (GS cost \$200) with HR this year for the Mayor's State of the City.
Human Resources	HR attended only a few job fairs this past year that either waived their booth fee, or were already free. Sent staff to the Powerline Technician Rodeo in Kansas, but that was covered by RPU and the IBEW. Department does reach out to Veteran programs and other similar programs to partner with them to fill the City positions.
Information Technology	Marketing - GIS Day \$419.19 Special Dept Supplies
Library	none
Museum	none
Parks, Recreation & Community Services	State of the City, January 2015. Purchased a table for the department and invited staff. The cost was \$1,000. Sponsorship, Keep Riverside Clean and Beautiful, KRCB, \$250.00 for sponsorship of their clean up day. We paid in March, the event was in April. Staff did not attend an event, it was a clean up day, Parks Director worked.
Police Department	\$16,430 from 3100000-427100 (Travel & Meeting – Chief's Office) · \$1,100 from 3101000-426800 (Special Dept. Supplies – Comm. Svcs. Bureau)
Public Utilities	Sponsorships: 250k per FY, line item in approved budget; 14/15 FY: \$219,595.08; 2015 Calendar Year: \$242,148.49; Tables are a very small portion of this, (approx. 4%) and it is never just a table. It comes with other sponsorship recognition.
Public Works	PW spent \$2,150 on buying tables at events last FY. Current YTD is \$1,070. It is budgeted in Travel and Meeting Expense.

Analysis of a \$10,000 Cap

Organization	Name of Event(s)	Event Budget	1st Yr/10k max - 50% of budget	2nd Yr/10k max - 35% of budget	3rd Yr/10k max - 20% of budget
ARC of Riverside County	My Play Club Play Dates/Resource Fair/Summer Camps	\$ 39,670.00	\$ 10,000.00	\$ 10,000.00	\$ 7,934.00
Arlington Business Partnership	Winterfest 2015	\$ 26,000.00	\$ 10,000.00	\$ 9,100.00	\$ 5,200.00
Asian Pacific Cultural Association	Twilight Chow Fest	\$ 24,300.00	\$ 10,000.00	\$ 8,505.00	\$ 4,860.00
Big Brothers Big Sisters	Summer Picnics	\$ 33,476.00	\$ 10,000.00	\$ 10,000.00	\$ 6,695.20
Bobby Bonds' Day, Inc.	Bobby Bonds' Day & Youth Festival	\$ 39,750.00	\$ 10,000.00	\$ 10,000.00	\$ 7,950.00
California Riverside Ballet	Ghost Walk	\$ 24,500.00	\$ 10,000.00	\$ 8,575.00	\$ 4,900.00
Cinema Culturas Film Festival	2nd Annual Cinema Culturas Film Festival Inland Empire	\$ 59,040.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Division 9 Gallery	Dia De Los Muertos	\$ 48,600.00	\$ 10,000.00	\$ 10,000.00	\$ 9,720.00
Epilepsy Education Everywhere	Epilepsy Lifeline and Support Series	\$ 35,308.00	\$ 10,000.00	\$ 10,000.00	\$ 7,061.60
Evergreen Memorial Historic Cemetery	Front Row Fireworks	\$ 14,437.00	\$ 7,218.50	\$ 5,052.95	\$ 2,887.40
Greater Riverside Chambers of Commerce	College and Career Fair	\$ 12,850.00	\$ 6,425.00	\$ 4,497.50	\$ 2,570.00
Greater Riverside Chambers of Commerce	Festival of Lights Switch-On Ceremony	\$ 37,950.00	\$ 10,000.00	\$ 10,000.00	\$ 7,590.00
Healthy Heritage Movement	Riverside Fashion Week	\$ 30,000.00	\$ 10,000.00	\$ 10,000.00	\$ 6,000.00
Inland Empire Waterkeeper	FALLFEST 2015	\$ 7,000.00	\$ 3,500.00	\$ 2,450.00	\$ 1,400.00
Inland Empire Disabilities Collaborative/Rolling Start	Because of the ADA Event	\$ 98,378.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Inlandia Institute	SCIPP at Bryant School of Arts and Innovation	\$ 6,600.00	\$ 3,300.00	\$ 2,310.00	\$ 1,320.00
Janet Goeske Foundation	Fifty & Better Health Fair/Independence Day BBQ & Concert for Heroes/National Night Out	\$ 45,000.00	\$ 10,000.00	\$ 10,000.00	\$ 9,000.00
Junior League of Riverside	fitRiverside fitDays	\$ 25,000.00	\$ 10,000.00	\$ 8,750.00	\$ 5,000.00
Latino Network	Nuestra Navidad	\$ 3,500.00	\$ 1,750.00	\$ 1,225.00	\$ 700.00
League of Women Voters Riverside	Candidate Forums	\$ 300.00	\$ 150.00	\$ 105.00	\$ 60.00
Mission Inn Foundation	Mission Inn Run	\$ 173,500.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Moms of the Military	Remember Our Heroes	\$ 3,000.00	\$ 1,500.00	\$ 1,050.00	\$ 600.00
Performance Riverside/RCCD Foundation	Discovery Theatre Outreach Program	\$ 516,260.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Art Museum	Happening: Selections from Riverside Art Make	\$ 5,547.00	\$ 2,773.50	\$ 1,941.45	\$ 1,109.40
Riverside Community Health Foundation (Riv Comm Diabetes Collaborative)	Together We Can/Juntos Podemos	\$ 18,000.00	\$ 9,000.00	\$ 6,300.00	\$ 3,600.00
Riverside Community Health Foundation (Eastside HEAL Zone)	Resident Leadership Academy	\$ 9,500.00	\$ 4,750.00	\$ 3,325.00	\$ 1,900.00
Riverside Community Health Foundation (Arlanza Family Health Center)	Arlanza Family Health Center Community Health Fair	\$ 8,000.00	\$ 4,000.00	\$ 2,800.00	\$ 1,600.00
Riverside County Mexican-American Historical Society	Birthday Celebration for Hometown Heroes/Roots of our Family	\$ 4,500.00	\$ 2,250.00	\$ 1,575.00	\$ 900.00
Riverside County Philharmonic	Holiday Magic	\$ 56,292.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Cultural Consortium	Downtown Arts Walk/First Sundays	\$ 31,000.00	\$ 10,000.00	\$ 10,000.00	\$ 6,200.00
Riverside Downtown Partnership	Fall Activities	\$ 40,500.00	\$ 10,000.00	\$ 10,000.00	\$ 8,100.00
Riverside Educational Enrichment Foundation	Riverside Citrus Classic	\$ 25,000.00	\$ 10,000.00	\$ 8,750.00	\$ 5,000.00
Riverside Greek Fest	Riverside Greek Fest	\$ 175,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Lyric Opera	Suor Angelica	\$ 11,000.00	\$ 5,500.00	\$ 3,850.00	\$ 2,200.00
Riverside National Cemetery Support Committee	Concert for Heroes	\$ 58,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Museum Associates	Family Village Festival	\$ 21,500.00	\$ 10,000.00	\$ 7,525.00	\$ 4,300.00
Riverside Police Officers Association	Hometown Heroes Honor Run	\$ 25,000.00	\$ 10,000.00	\$ 8,750.00	\$ 5,000.00

Analysis of a \$10,000 Cap

Organization	Name of Event(s)	Event Budget	1st Yr/10k max - 50% of budget	2nd Yr/10k max - 35% of budget	3rd Yr/10k max - 20% of budget
Riverside Public Library Foundation	The Extraordinary Orange	\$ 3,500.00	\$ 1,750.00	\$ 1,225.00	\$ 700.00
Riverside Repertory Theater	2015 Fall Season	\$ 75,400.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Sports Commission	2015 Special Olympics World Summer Games	\$ 40,000.00	\$ 10,000.00	\$ 10,000.00	\$ 8,000.00
Uptown Kiwanis	Riverside's Got Talent	\$ 25,000.00	\$ 10,000.00	\$ 8,750.00	\$ 5,000.00
Victory Outreach	3rd Annual Backpack/Shoe Giveaway	\$ 9,850.00	\$ 4,925.00	\$ 3,447.50	\$ 1,970.00
American Cancer Society	Riverside Relay for Life	\$ 9,500.00	\$ 4,750.00	\$ 3,325.00	\$ 1,900.00
The Homespun Players	Riverside's Shakespeare in the Park	\$ 4,405.00	\$ 2,202.50	\$ 1,541.75	\$ 881.00
Riverside Repertory Theater	2016 Spring Season	\$ 195,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Road Runners	Citrus Heritage Run	\$ 47,000.00	\$ 10,000.00	\$ 10,000.00	\$ 9,400.00
City of Riverside Annual West Coast Blues Festival	Music Festival	\$ 22,000.00	\$ 10,000.00	\$ 7,700.00	\$ 4,400.00
West Coast Thunder	17 th Annual West Coast Thunder	\$ 195,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
American Heart Association	CPR in Schools/CPR Anytime Training	\$ 5,000.00	\$ 2,500.00	\$ 1,750.00	\$ 1,000.00
The Arc of Riverside County	My Play Club/Summer Day Camps	\$ 34,250.00	\$ 10,000.00	\$ 10,000.00	\$ 6,850.00
Arlington Business Partnership	Chili Cook-Off & Car/Cycle Show	\$ 115,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Asian Pacific Cultural Association	Lunar Fest 2016	\$ 105,700.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Community Partners for Riverside Food Systems Alliance (RFSA)	Locally-Grown Guide to Finding Local Food, Farms, and Fun in and beyond Riverside	\$ 14,500.00	\$ 7,250.00	\$ 5,075.00	\$ 2,900.00
Epilepsy Education Everywhere	Epilepsy Lifeline and Support Series	\$ 16,438.00	\$ 8,219.00	\$ 5,753.30	\$ 3,287.60
Glocal Outreach	Easter Sunrise Service	\$ 3,000.00	\$ 1,500.00	\$ 1,050.00	\$ 600.00
Janet Goeske Foundation	Black History Program	\$ 6,500.00	\$ 3,250.00	\$ 2,275.00	\$ 1,300.00
Janet Goeske Foundation	Senior Conference	\$ 7,000.00	\$ 3,500.00	\$ 2,450.00	\$ 1,400.00
Greater Riverside Chambers of Commerce	Riverside Business Expo/Mixer	\$ 12,500.00	\$ 6,250.00	\$ 4,375.00	\$ 2,500.00
Inland Empire Latino Lawyers Association, Inc.	Expungement Program	\$ 37,202.00	\$ 10,000.00	\$ 10,000.00	\$ 7,440.40
Inlandia Institute	SCIPP at Bryant School for Arts/Innovation	\$ 6,600.00	\$ 3,300.00	\$ 2,310.00	\$ 1,320.00
Inland Urban Forest Council	IUFC Newsletter and Workshops	\$ 8,500.00	\$ 4,250.00	\$ 2,975.00	\$ 1,700.00
Junior League of Riverside	fitRiverside fitDays	\$ 24,750.00	\$ 10,000.00	\$ 8,662.50	\$ 4,950.00
Keep Riverside Clean and Beautiful	Great American Clean-Up	\$ 10,994.00	\$ 5,497.00	\$ 3,847.90	\$ 2,198.80
League of Women Voters	Candidate Forums	\$ 8,858.00	\$ 4,429.00	\$ 3,100.30	\$ 1,771.60
LULAC of Riverside County, #3190	Fifth Annual Health Fair/Clinic	\$ 16,715.00	\$ 8,357.50	\$ 5,850.25	\$ 3,343.00
Music Changing Lives	Changing Lives Showcase	\$ 160,724.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Performance Riverside/RCCD Foundation	Discovery Theatre Outreach Program	\$ 469,616.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside African American Historical Society Inc.	23rd Annual Martin Luther King Walk-a-Thon	\$ 16,039.00	\$ 8,019.50	\$ 5,613.65	\$ 3,207.80
Riverside Airport	Airshow 2016	\$ 81,750.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Aquatics Association	2016 RAA Red White Festival	\$ 20,900.00	\$ 10,000.00	\$ 7,315.00	\$ 4,180.00
Riverside Art Museum	Supersonic Palette: The Art of Flight by Mike Machat	\$ 35,000.00	\$ 10,000.00	\$ 10,000.00	\$ 7,000.00
Riverside County Philharmonic	Chamber Music Series at the Box	\$ 14,980.00	\$ 7,490.00	\$ 5,243.00	\$ 2,996.00
Riverside County Regional Medical Center Foundation	Spring Garden Tour	\$ 28,300.00	\$ 10,000.00	\$ 9,905.00	\$ 5,660.00
Riverside Dickens Festival, Inc.	Riverside Dickens Festival	\$ 78,549.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Riverside Land Conservancy	Take it Outside: Connecting the Community with Conservation	\$ 6,279.70	\$ 3,139.85	\$ 2,197.90	\$ 1,255.94
The Adrian Dell Roberts and Carmen Roberts Foundation	Black History Parade	\$ 24,316.00	\$ 10,000.00	\$ 8,510.60	\$ 4,863.20
Mary S. Roberts Foundation	24th Annual Walk with the Animals	\$ 32,392.00	\$ 10,000.00	\$ 10,000.00	\$ 6,478.40
A Salute to Veterans Parade Committee	A Salute to Veterans Parade	\$ 25,000.00	\$ 10,000.00	\$ 8,750.00	\$ 5,000.00
SCA USATF/Inland Empire Racewalkers	USATF 15K Racewalk Championship	\$ 2,197.00	\$ 1,098.50	\$ 768.95	\$ 439.40
SoCal Tri-Counties Branch of the Intl. Dyslexia Assn.	Strategies for Struggling Learners	\$ 16,000.00	\$ 8,000.00	\$ 5,600.00	\$ 3,200.00
Southwest Resource Management Association	Green Fest (Sustainability Festival)	\$ 14,000.00	\$ 7,000.00	\$ 4,900.00	\$ 2,800.00

Analysis of a \$10,000 Cap

Organization	Name of Event(s)	Event Budget	1st Yr/10k max - 50% of budget	2nd Yr/10k max - 35% of budget	3rd Yr/10k max - 20% of budget
Spanish Town Heritage Foundation	4th Annual Riverside Tamale Festival	\$ 24,675.00	\$ 10,000.00	\$ 8,636.25	\$ 4,935.00
Victory Outreach	4th Annual Backpack/Shoe Giveaway	\$ 6,000.00	\$ 3,000.00	\$ 2,100.00	\$ 1,200.00
Villegas Park Advisory Community	Annual Cinco de Mayo Fiesta and Parade	\$ 7,000.00	\$ 3,500.00	\$ 2,450.00	\$ 1,400.00
Riverside Poly High School - Army JROTC	100th Annual Military Ball	\$ 30,877.00	\$ 10,000.00	\$ 10,000.00	\$ 6,175.40

Analysis of Phase Out

Organization	Name of Event(s)	# of Years Sponsorships Received	# of Years Remaining that Qualify
The Following Organizations Would NOT Qualify If No Grace Period			
A Salute to Veterans Parade Committee	A Salute to Veterans Parade	9	0
ARC of Riverside County	My Play Club Play Dates/Resource Fair/Summer Camps	3	0
Arlington Business Partnership	Winterfest 2015	5	0
Arlington Business Partnership	Chili Cook-Off & Car/Cycle Show	5	0
Asian Pacific Cultural Association	Lunar Fest 2016	6	0
California Riverside Ballet	Ghost Walk	8	0
Division 9 Gallery	Dia De Los Muertos	7	0
Evergreen Memorial Historic Cemetery	Front Row Fireworks	5	0
Greater Riverside Chambers of Commerce	College and Career Fair/Festival of Lights Switch-On Ceremony/Riverside Business Expo/Mixer	3+	0
Inlandia Institute	SCIPP at Bryant School of Arts and Innovation	6	0
Janet Goeske Foundation	Black History Program/Senior Conference	3+	0
Junior League of Riverside	fitRiverside fitDays	4	0
Mission Inn Foundation	Mission Inn Run	8	0
Moms of the Military	Remember Our Heroes	5	0
Keep Riverside Clean and Beautiful	Great American Clean-Up	3+	0
Performance Riverside/RCCD Foundation	Discovery Theatre Outreach Program	7	0
Riverside African American Historical Society Inc.	23rd Annual Martin Luther King Walk-a-Thon	9	0
Riverside Airport	Airshow 2016	9	0
Riverside Aquatics Association	2016 RAA Red White Festival	4	0
Riverside Art Museum	Happening: Selections from Riverside Art Make	8	0
Riverside Art Museum	Supersonic Palette: The Art of Flight by Mike Machat	8	0
Riverside County Philharmonic	Holiday Magic	8	0
Riverside County Philharmonic	Chamber Music Series at the Box	3+	0
Riverside County Regional Medical Center Foundation	Spring Garden Tour	3	0
Riverside Cultural Consortium	Downtown Arts Walk/First Sundays	3+	0
Riverside Dickens Festival, Inc.	Riverside Dickens Festival	8	0
Riverside Downtown Partnership	Fall Activities	3+	0
Riverside Greek Fest	Riverside Greek Fest	3	0
Riverside Lyric Opera	Suor Angelica	3	0
Riverside National Cemetery Support	Concert for Heroes	7	0
Riverside Road Runners	Citrus Heritage Run	3	0
Assn.	Strategies for Struggling Learners	5	0
SCA USATF/Inland Empire Racewalkers	USATF 15K Racewalk Championship	3	0
The Adrian Dell Roberts and Carmen Roberts Foundation	Black History Parade	8	0

Analysis of Phase Out

Organization	Name of Event(s)	# of Years Sponsorship s Received	# of Years Remaining that Qualify
Uptown Kiwanis	Riverside's Got Talent	3	0
Victory Outreach	Annual Backpack/Shoe Giveaway	4	0
Villegas Park Advisory Community	Annual Cinco de Mayo Fiesta and Parade	5	0
West Coast Thunder	17th Annual West Coast Thunder	5	0
The Following Organizations Would Still Qualify If No Grace Period			
American Cancer Society	Riverside Relay for Life	1	2
American Heart Association	CPR in Schools/CPR Anytime Training	1	2
Asian Pacific Cultural Association	Twilight Chow Fest	1	2
Big Brothers Big Sisters	Summer Picnics	1	2
Bobby Bonds' Day, Inc.	Bobby Bonds' Day & Youth Festival	2	1
Cinema Culturas Film Festival	2nd Annual Cinema Culturas Film Festival Inland Empire	2	1
City of Riverside Annual West Coast Blues Festival	Music Festival	1	2
Community Partners for Riverside Food Systems Alliance (RFSA)	Locally-Grown Guide to Finding Local Food, Farms, and Fun in and beyond	1	2
Epilepsy Education Everywhere	Epilepsy Lifeline and Support Series	1	
Glocal Outreach	Easter Sunrise Service	1	2
Healthy Heritage Movement	Riverside Fashion Week	2	1
Inland Empire Disabilities Collaborative/Rolling Start	Because of the ADA Event	1	2
Inland Empire Latino Lawyers Association., Inc.	Expungement Program	1	2
Inland Empire Waterkeeper	FALLFEST 2015	1	2
Inland Urban Forest Council	IUFC Newsletter and Workshops	1	2
Latino Network	Nuestra Navidad	1	2
League of Women Voters	Candidate Forums	1	2
LULAC of Riverside County, #3190	Fifth Annual Health Fair/Clinic	2	1
Mary S. Roberts Foundation	24th Annual Walk with the Animals	2	1
Music Changing Lives	Changing Lives Showcase	1	2
Riverside Community Health Foundation (Arlanza Family Health Center)	Arlanza Family Health Center Community Health Fair	1	2
Riverside Community Health Foundation (Eastside HEAL Zone)	Resident Leadership Academy	1	2
Riverside Community Health Foundation (Riv Comm Diabetes Collaborative)	Together We Can/Juntos Podemos	1	2
Riverside County Mexican-American Historical Society	Birthday Celebration for Hometown Heroes/Roots of our Family	2	1
Riverside Educational Enrichment Foundation	Riverside Citrus Classic	2	1
Riverside Land Conservancy	Take it Outside: Connecting the Community with Conservation	1	2
Riverside Museum Associates	Family Village Festival	1	2
Riverside Police Officers	Hometown Heroes Honor Run	1	2

Analysis of Phase Out

Organization	Name of Event(s)	# of Years Sponsorships Received	# of Years Remaining that Qualify
Riverside Poly High School - Army JROTC	100th Annual Military Ball	1	2
Riverside Public Library Foundation	The Extraordinary Orange	1	2
Riverside Repertory Theater	2016 Spring Season/2015 Fall Season	2	1
Riverside Sports Commission	2015 Special Olympics World Summer Games	1	2
Association	Green Fest (Sustainability Festival)	1	2
Spanish Town Heritage Foundation	4th Annual Riverside Tamale Festival	2	1
The Homespun Players	Riverside's Shakespeare in the Park	1	2



Strengthening Your Community Together!



RIVERSIDE **small sparks**
Neighborhood Matching Grants Program

"Every aspect of a neighborhood's well-being depends on people coming together to strengthen the fabric of their community."

What is Riverside Small Sparks Neighborhood Matching Grant Program?

For many years residents within the City of Riverside have invested countless hours of time, services, materials, and money in various neighborhood improvement projects. The Small Sparks Neighborhood Matching Grant Program supports local grassroots projects within the 26 neighborhoods in the City of Riverside. Small Sparks provides cash to match community contributions of volunteer labor, donated professional services or materials, or cash donations in support of neighborhood-based self-help projects. Projects are funded up to \$500.00 once a year to neighborhood groups.

What kinds of Neighborhood Matching Grant projects are funded? Two categories:

1. **Neighborhood Improvement/Beautification:** A project that creates or enhances a physical improvement in a neighborhood.
2. **Neighborhood Social Enhancement:** A one-time grant for a community building activity such as a festival or celebration, workshop/training or educational campaign.

Funded projects should:

- Improve the health & safety of residents
- a significant number of people or a neighborhood
- Be resident initiated and neighborhood based
- Encourage residents to prioritize goals and collaborate on projects
- Build community by connecting neighbors
- Neighborhood Exchange of existing skills and resources
- Occur within the Riverside city limits



What cannot be funded:

- Projects for programs developed and delivered by an outside organization, for example, PTA, scout groups, service clubs
- Projects for ongoing operating costs or programs
- Projects for retro-active expenses or debt retirement
- Projects that benefit only one person
- Projects that promote political campaigns

How do I apply for the Neighborhood Matching Grant?

- the Neighborhoods Division for an application
- Complete application, pledge form, and budget form
- Call Neighborhood Engagement Division if you need assistance (951) 826-5168.

Past projects funded:

Community Garden Plant Material

"Meeting tonight" Yard Signs

Historic District Identification Signs

Neighborhood Emergency Preparedness Kits

Community-based Traffic Safety Program Materials

Neighborhood Tree Planting/Beautification

Membership Drive Block Party



Small Sparks Program
Community Development Department
Neighborhood Engagement Division
3900 Main Street
Riverside, CA 92522
(951) 826-5168

City Sponsorship FY14/15

Approved	Organization	Name of Event	In-Kind Services	Value of In-Kind Services
Fall Fy 14/15	Ballet Folklorico de Riverside	Dia de Los Muertos/Day of the Dead	NA	NA
Fall Fy 14/15	California Riverside Ballet	Ghost Walk Riverside 2014	ACAD: Special Event Permit Fees, Banner Permit Fees; PD: Police Services*	100
Fall Fy 14/15	Cinema Culturas Film Fest Inland Empire	Cinema Culturas Film Fest Inland Empire	ACAD: Special Event Permit Fees	50
Fall Fy 14/15	Concert for Heroes (Riverside National Cemetery Support Committee)	Concert for Heroes	NA	NA
Fall Fy 14/15	Deaf Awareness Week (Mayor's Model Deaf Community Committee)	Deaf Awareness Week (DAW)	RPU: Bottled Water (5 cases); PRSCD: Waive Hunter Hobby Open Space fee (\$700), Waive Andulka ball field #1 fee (\$18/hr), Waive Andulka ball field light fee (\$36/hr); FIRE: Participation with a booth or vehicle; ACAD: Special Event Permit Fees; PD: Police Services	800
Fall Fy 14/15	Division 9 Gallery	Dia de Los Muertos/Day of the Dead	PRSCD: Waive White Park open space fee (\$700), Waive Mobile stage rental fee (\$860); ACAD: Special Event Permit Fees	1600
Fall Fy 14/15	Evergreen Memorial Historic Cemetery	Founder's Day Front Row Fireworks	NA	NA
Fall Fy 14/15	Festival of Lights/ Greater Riverside Chambers of Commerce	The 22nd Annual Riverside Festival of Lights	PRSCD: Waive Mobile stage rental fees (\$170), Waive movies in the park equipment fees; FIRE: supply an engine for display; ACAD: Special Event Permit Fees; PD: Police Services*	220
Fall Fy 14/15	Hindu Society of Inland Empire	India Day	RPU: Bottled Water (10 cases); ACAD: Special Event Permit Fees	150
Fall Fy 14/15	Inlandia Institute	Performance Reading of Tomas Rivera's And the Earth Did Not Devoure Him	PRCSD: Waive Auditorium rental fees (\$170)	170
Fall Fy 14/15	Janet Goeske Foundation	Independence Day BBQ & Concert for Heroes	NA	NA
Fall Fy 14/15	Moms of the Military	Remember Our Heroes	RPU: Bottled Water (10 cases); PRSCD: Waive Fairmount open space (\$700), 12 chairs; FIRE: Fire Apparatus for display and honor guard participation. Police Services*	800
Fall Fy 14/15	Performance Riverside/RCCD Foundation	Discovery Theatre Outreach Program	NA	NA
Fall Fy 14/15	PLACE Performance	Trolley Dances	RPU: Bottled Water (5 cases); PRSCD: Waive La Sierra Park open space fee (\$700), Waive staff fee (\$16/hr), Waive refundable deposit (\$250); ACAD: Special Event Permit Fees	1050

City Sponsorship FY14/15

Approved	Organization	Name of Event	In-Kind Services	Value of In-Kind Services
Fall Fy 14/15	Riverside Aquatics Association	2014 Southern California Swimming Summer Age Group Junior Olympics	RPU: Bottled Water (10 cases)	100
Fall Fy 14/15	Riverside Art Museum	Baby Tattooville Exhibition	NA	NA
Fall Fy 14/15	Riverside Citrus Classic	Riverside Citrus Classic	RPU: Go Green bags (1000), Bottled Water (10 cases); PRSCD: Waive facility rental fee for use of picnic shelter at AHSP Shelter #5 - Gage Pavilion (\$60) and Andulka Park Main Shelter (\$60) only. FIRE: CERT Informational Booth; ACAD: Special Event Permit Fees; PD: Police Services*	1,270
Fall Fy 14/15	Riverside College & Career Fair/Greater Riverside Chambers of Commerce	The 10th Annual Riverside College and Career Fair	RPU: Bottled Water (10 cases), ACAD: Special Event Permit Fees	150
Fall Fy 14/15	Riverside Community Parks Association	Roller Skating Rink	PRSCD: Waive North Park open space fee (\$21,000)	21,000
Fall Fy 14/15	Riverside County Philharmonic	2nd Annual Holiday Magic Concert	RPU: Ad for \$750	750
Fall Fy 14/15	Riverside Cultural Consortium	Artswalk and First Sundays	NA	NA
Fall Fy 14/15	Riverside Downtown Partnership	Movies on Main	PRCSD: Waive movies in the park equipment fees, ACAD: Special Event Permit Fees	50
Fall Fy 14/15	Riverside Lyric Opera	Amahl and the Night Visitors	NA	NA
Fall Fy 14/15	Riverside NAACP	Veterans Appreciation Program	RPU: Bottled Water (5 cases), Go Green bags (400)	450
Fall Fy 14/15	Riverside Repertory Theatre	2014 Fall Season	NA	NA
Fall Fy 14/15	Riverside Temple Beth El	Celebrate Jewish Riverside	Special Event Permit Fees	50
Fall Fy 14/15	Riverside Uptown Kiwanis Charities	Riverside's Got Talent	RPU: Bottled Water (20 cases)	200
Fall Fy 14/15	St. Andrew Orthodox Church	Riverside Greek Fest	NA	NA
Fall Fy 14/15	The Healthy Heritage Movement	Riverside Fashion Week	RPU: Go Green Bags (300)	300
Fall Fy 14/15	The Mission Inn Foundation and Museum	The 37th Annual Mission Inn Run and Health Fair and Fitness Expo	RPU: Go Green bags (1,000); PRSCD: Waive Fairmount open space fee (\$700), Waive mobile stage rental fee (\$860); ACAD: Special Event Permit Fees; PD: Police Services	2,610
Fall Fy 14/15	Victory Outreach Riverside	Back Pack & Shoe Giveaway	RPU: Go Green bags (200), Bottled Water (20 cases); PRSCD: Waive Bobby Bonds open space fee (\$700)	1100
Spring FY14/15	Animal Solutions Konnection (ASK)	Art for the Animals		NA

City Sponsorship FY14/15

Approved	Organization	Name of Event	In-Kind Services	Value of In-Kind Services
Spring FY14/15	Arlington Business Partnership	Chili Cook-Off & Car/Cycle Show	Sworn officers/Explorers (RPD); booth (RPU), 500 green bags RPU; Provide bbq/propane tank; waive Mobile Stage rental fee	1,560
Spring FY14/15	A Salute to Veterans Parade Committee	A Salute to Veterans Parade	Sworn officers/Explorers (RPD); Fire Engine (must apply online at least 30 days prior); Waive mobile stage rental fee	2,745
Spring FY14/15	Asian Pacific Cultural Association	Lunar Fest 2015	Explorers (RPD); Waiver for fire permit/inspection fees; other services to be requested through website at least 30 days prior; 1,000 bottles of water + 1,000 Go Green bags (RPU);	3,357
Spring FY14/15	Ballet Folklorico de Riverside	Cinco de Mayo Fiesta	NA	1,555
Spring FY14/15	California Baptist University Art Gallery	Cliff May and the California Home Exhibit	NA	NA
Spring FY14/15	Greater Riverside Chambers of Commerce	Riverside Business Expo/Mixer	NA	NA
Spring FY14/15	Inlandia Institute	Victory for Community: A Community Dialogue Series	Waive B. Bonds aud fee, Bordwell MF	3,400
Spring FY14/15	Janet Goeske Foundation	Black History Program		
Spring FY14/15	Junior League of Riverside	fitRiverside fitDays	Waive B. Bonds rental, Bryant Gym rental (only available 3/21 - 5/30)	4,460
Spring FY14/15	Keep Riverside Clean and Beautiful	Great American Clean-Up	Special event permit fee (ACAD)	50
Spring FY14/15	LULAC of Riverside County, #3190	Fourth Annual Health Fair/Clinic	Explorers and a booth (RPD); 55 cases of bottled water (RPU); Special event + banner fees (ACAD); Waive rental fees @ B. Bonds (Aud., Dance Rm., Courtyard, Conf. Rm., Multi-purpose, Gym, YOC Multipurpose Rm.)	5,380
Spring FY14/15	Performance Riverside/RCCD Foundation	Discovery Theatre Outreach Program		
Spring FY14/15	Reid Park Advisory Team	Father/Daughter Dance	Waive Springbrook Clubhouse banquet rm. Rental, application and deposit fees.	630
Spring FY14/15	Riverside African American Historical Society Inc.	22nd Annual Martin Luther King Walk-a-Thon	20 cases of water (RPU); Waive MP Rm. Rental fee	2,619
Spring FY14/15	Riverside Airport Open House	Riverside Airport's "AIRSHOW 2015"	Sworn officers/Explorers (RPD); Emergency services and CERT (RFD); 1,000 Go Green bags (RPU)	2,858
Spring FY14/15	Riverside Art Museum	Fallen Fruit - Fruit Tree Adoptions		
Spring FY14/15	Riverside Black History Month Committee	Riverside Black History Parade	Fire truck co. - must apply online at least 30 days prior and specify "ladder truck co." (RFD); Sworn officers/Explorers (RPD); Waive mobile stage rental fee	1,541

City Sponsorship FY14/15

Approved	Organization	Name of Event	In-Kind Services	Value of In-Kind Services
Spring FY14/15	Riverside County Regional Medical Center Foundation	Spring Garden Tour		
Spring FY14/15	Riverside Dickens Festival, Inc.	Riverside Dickens Festival	Sworn officers/Explorers (RPD); 10 cases of bottled water RPU)	1,100
Spring FY14/15	Riverside Downtown Partnership	Fashion District Spring 2015 Show	Special event permit fee (ACAD); Waive mobile stage rental fee	910
Spring FY14/15	Riverside Flower Show and Garden Tours	Oceans of Blooms Tour		
Spring FY14/15	Riverside Juneteenth Committee	Juneteenth Celebration		305
Spring FY14/15	Riverside Repertory Theater	2014/15 Season		
Spring FY14/15	Riverside Road Runners	Citrus Heritage Run	Explorers (RPD); Waive Arlington Hts Sports Pk open space fee, additional hour fee, and Picnic Shelter rental fee.	1,845
Spring FY14/15	Mary S. Roberts Foundation	23rd Annual Walk with the Animals	Explorers (RPD); booth/20 cases of water/1,000 Go Green bags (RPU); Special event permit fee (ACAD); Waive Park open space fee and additional hour fee	3,685
Spring FY14/15	SCA USATF/Inland Empire Racewalkers	National Racewalk Championship	Waive park open space fee	700
Spring FY14/15	SoCal Tri-Counties Branch of the Intl. Dyslexia Assn.	Strategies for Struggling Learners	200 Go Green bags (RPU)	200
Spring FY14/15	Spanish Town Heritage Foundation	Riverside Tamale Festival	Explorers (RPD); 10 cases of bottled water (RPU); Waive park open space fee, Dales banquet rm fee, and Dales dance rm fee.	2,680
Spring FY14/15	Temple Beth El (Riverside)	7 th Annual Riverside Jewish Film Festival	ACAD will assist	NA
Spring FY14/15	TruEvolution	AIDS Advocacy Night	NA	NA
Spring FY14/15	Villegas Park Advisory Community	108th Annual Cinco de Mayo Fiesta and Parade	Sworn officers/Explorers (RPD); 3 cases of bottled water/1,000 Go Green bags (RPU); Special Event Permit Fee (ACAD)	2,080
Spring FY14/15	West Coast Thunder	16 th Annual West Coast Thunder	3,000 bottled water (RPU)	1,250

City of Riverside Fire Department

2015 In-Kind Sponsorship/Special Activity Requests for non-City sponsored events

Fire Operations Fully Burdoned Hourly Rate: \$143

Fire Apparatus Hourly Rate: \$97

	January	Resources	Hours	Total Cost
Riverside Community Center Health Fair		Engine	1	\$669
Living it Up Event		Engine	1.5	\$1,004
Fit4Mom Riverside Fire Safety Day		E11	1	\$669
	February			
For the Love of Giving Event		E1	2.5	\$1,673
Lunar Festival		E14, E8, T1, S1	3	\$6,450
Black History Parade		T1	2	\$1,052
	March			
Riverside Community Health Fair		E4	1.5	\$1,004
Retail Sports Marketing Community Health Fair		T2	3	\$2,007
Mary S. Roberts Pet Adoption Event		E1, Ode & Nikko	1.5	\$1,004
RCC Olympic Water Polo Games		T1, E1, B1	1.5	\$1,364
Hillcrest high school 5k run		E12	1	\$669
RCC Olympic Water Polo Games		T1	0.5	\$263
Vivian Stancil Olympian Foundation Safety Fair		E1, T1, B1	1.5	\$1,910
Wylie Center Fire Safety Day		T3	2.5	\$1,315
Annual Victims Rights Candle Light Vigil		All of Sta 1	2	\$3,156
Veterans Day Parade		T1, E1	3	\$3,585
Project Access at Breezewood Apts		E6	1	\$669
	April			
Riverside Air Show		E10, E14, HR, E12, E6	8.5	\$27,217
	May			
Annual Wheelchair Basketball Event at Poly HS		T3, E3	3	\$3,585
Corona Pointe Resort Community Safety Event		E8	1	\$669
Riverside County Mental Health Fair		Sta 1	1.5	\$1,004
Riverside County Peace Officers Memorial Ceremony		R3, T1, E1, S1	3	\$6,021
The Inland Mopars Car Club Event		E3, R3	2	\$2,390
Riverside County Office of Education Event		E5	1.5	\$1,004
Riverside Show and Go Car Show		**E14, E9, E13	9	\$4,152
Cinco De Mayo Parade		E10	2	\$1,338
	June			
Riverside County Amateur Radio Event		E5, S5, B2	2	\$2,196
Riverside Summerfest		E2	1.25	\$836
Juneteenth		E14	2	\$1,338
Good News Church Community Event		E6	1.5	\$1,004
Christian Life Center Community Event		E2	5	\$3,345

City of Riverside Fire Department

2015 In-Kind Sponsorship/Special Activity Requests for non-City sponsored events

Fire Operations Fully Burdened Hourly Rate: \$143

Fire Apparatus Hourly Rate: \$97

July

Community Resource Day	E1	4	\$2,676
Special Olympics Parade	S1, T1	0.5	\$455
Victory Outreach Backpack Giveaway	E4, T1	2	\$2,390
Christmas Cheer All Year Event	E12	2	\$1,338
Annual Community Partners Volunteer Luncheon	E8	2.5	\$1,673
Elks Lodge Fire Safety Event	E3	1.5	\$1,004

August

Huntington's Disease Awareness Event	E1	2.5	\$1,673
Bark for Life Event (American Cancer Society)	Ode/ Nikko	3	\$429
Douglas Queen Memorial Fundraiser (Bee Sting Incident)	T2	1	\$526
Eastside National Health Week	E4	1.5	\$1,004
First Congregational Church	E1	1	\$669
Inland Empire Health Plan Resource Expo	T1	2	\$1,052
CBU Sports Medical Program	E5	1	\$669

September

Moms of Military Community Event	E5	1.5	\$1,004
The Grove Safety Fair	E11	2	\$1,338
(VNA) Visiting Nurses Association California Fire Safety Day	E10	1.5	\$1,004

October

Halloween Harvest @ California Ave Church	E5	1.5	\$1,004
California Rierside Ballet Ghost Walk	Sta 1	4	\$669
California Rierside Ballet Ghost Walk	Sta 1	4	\$669
US District Court Health Fair	E1	1	\$669
Lake Elsinore Breast Cancer Awareness Event	E2	3.5	\$2,342
Commemorative Air Force Wing Event	E5	1.5	\$1,004
Commemorative Air Force Wing Event	E7	2	\$1,338
Magnolia Grand Senior Living	E2	1	\$669
Kansa Ave Seventh Day Adventist Safety Walk Through	E1, T1	1	\$1,195
Riverside Community Church Health Fair	E5	1.5	\$1,004
Care Project - Pink and White Cancer Survivor Gala	E2	1.5	\$1,004
Riverside Community Health Fair	E7	2	\$1,338

November

Welbrook Touch a Truck Community Event	E5	1.5	\$1,004
Raincross Assisted Living Center	E5	1	\$669
Inland Empire Waterkeepers Community Event	E5	1.5	\$1,004
Mission Inn Foundation Health Fair	E1	3	\$2,007
RCC Centennial Celebration	E1	1.5	\$1,004
Boys and Girls Club @ Mission Point Fire Safety Fair	E4	0.75	\$473

Fire Apparatus Hourly Rate: \$97

Lincoln Park Neighborhood group Community Event	E1	1.5	\$1,004
Arlington Business Partnership Winterfest	E2	1	\$669
LaSierra University Candlelight Concert	E8	2	\$1,338
RCC Career Day for Women	E8	2.5	\$1,673
		Total	\$127,203

Parks, Recreation & Community Services In-Kind Sponsorships FY 14/15

Organization Name	Facility	In-kind Total Approved	Application Type	Fee Total
Mad Street Arts	Villegas - Computer Lab	\$ 1,080.00	Fee Waiver	\$ 185.00
City of Riverside Museum	Bobby Bonds - Auditorium/Conference Room	\$ 7,495.00	Fee Waiver	\$ 320.00
Riverside Arts Council	White Park - Open Space	\$ 700.00	Fee Waiver	\$ 153.00
Riverside Transit Agency	Bobby Bonds - Conference/Community Room	\$ 280.00	Fee Waiver	\$ -
C.I.O.N.O.	Bobby Bonds - Conference Room	\$ 325.00	Fee Waiver	\$ 25.00
Mi Familia Vota	Bobby Bonds - Gym & Weight Room	\$ 1,560.00	Fee Waiver	\$ 217.00
Neighborhood of Mt. Rubidoux Alliance	Dales - Dance Room	\$ 700.00	Fee Waiver	\$ 25.00
Councilman Melendrez and Assemblyman Medina	Bobby Bonds - Community Room	\$ 105.00	Fee Waiver	\$ -
Riverside Transit Agency	Bobby Bonds - Auditorium	\$ 315.00	Fee Waiver	\$ 25.00
Aurantia Chapter NSDAR	Carlson Park - Open Space	\$ 700.00	Fee Waiver	\$ 155.00
De Bois Institute	Bobby Bonds - Auditorium	\$ 425.00	Fee Waiver	\$ 105.00
La Sierra Arlanza Neighborhood	La Sierra Senior Center - Ballroom (Half A)	\$ 2,520.00	Fee Waiver	\$ 25.00
LANA	LSSC - half ballroom	\$ 630.00	Fee Waiver	\$ -
Foundation	Stage	\$ 1,650.00	Fee Waiver	\$ 675.00
Junior League of Riverside, Inc.	Bonds - Auditorium	\$ 850.00	Fee Waiver	\$ 245.00
Inland Empire Economic Partnership	Bobby Bonds - Auditorium	\$ 580.00	Fee Waiver	\$ 25.00
League of Women Voters	Bordwell - MPR	\$ 548.00	Fee Waiver	\$ 73.00
Association	AHSP - Open Space; Mobile Stage	\$ 1,560.00	Fee Waiver	\$ 771.00
ARC Of Riverside County	Fairmount Park - Picnic Shelter 3	\$ 540.00	Fee Waiver	\$ 313.00
Riverside Police Department Committee	Gym/Auditorium/Conference/Comm Villegas - Picnic Shelter	\$ 1,597.50	Fee Waiver	\$ -
Riverside Arts Council	White - Open Space	\$ 860.00	Fee Waiver	\$ 1,617.00
HICAP of Riverside	Dales - Banquet Room	\$ 1,294.00	Fee Waiver	\$ 249.00
Group	Lincoln - MPR	\$ 323.00	Fee Waiver	\$ -
Mi Familia Vota	Bryant - Gym	\$ 910.00	Fee Waiver	\$ 233.00
C.I.O.N.O.	Bordwell - Multi Purpose Room	\$ 1,087.50	Fee Waiver	\$ 25.00
Latino Network	Bordwell - MPR	\$ 262.50	Fee Waiver	\$ 81.00
Mental Health	Hunt - Ballroom & Gym	\$ 947.50	Fee Waiver	\$ 25.00
Riverside Consistory No. 273	Bordwell - MPR	\$ 375.00	Fee Waiver	\$ 105.00
Arlington Business Partnership	Arlington Park - Open Space	\$ 1,425.00	Fee Waiver	\$ -
Arlanza Lil League	Bryant Park - Fields 1,2 & 3	\$ 805.00	Fee Waiver	\$ 25.00
Riverside Sport Hall of Fame	Reid - Arts & Crafts Room	\$ 240.00	Fee Waiver	\$ 25.00
NoMA	Dales - Dance Room	\$ 432.00	Fee Waiver	\$ 25.00
LANA	La Sierra Senior Center - Ballroom (Half A)	\$ 2,100.00	Fee Waiver	\$ -
Inc.	Bobby Bonds - Auditorium	\$ 2,040.00	Fee Waiver	\$ 500.00
Riverside Sport Hall of Fame	Reid - Arts & Crafts Room	\$ 150.00	Fee Waiver	\$ 25.00
Historical Society	Bordwell - MPR	\$ 375.00	Fee Waiver	\$ 105.00
Fair Housing Council	Bobby Bonds - Conference Room	\$ 240.00	Fee Waiver	\$ 153.00
NoMA	Dales - Dance Room	\$ 864.00	Fee Waiver	\$ 25.00
CAP Riverside	Bobby Bonds - Conference Room	\$ 4,075.00	Fee Waiver	\$ 25.00
Foundation	Bobby Bonds - Auditorium	\$ -	Fee Waiver	\$ -
LULAC	Bobby Bonds - ALL	\$ 9,950.00	Fee Waiver	\$ 512.00
RUSD	Hunt - Ballroom B	\$ 157.50	Fee Waiver	\$ 24.00
Latino Network	Bordwell - MPR	\$ 375.00	Fee Waiver	\$ 105.00
Foundation	Bobby Bonds - Open Space	\$ 700.00	Fee Waiver	\$ 25.00
NAACP	La Sierra Senior Center - Ballroom	\$ 1,280.00	Fee Waiver	\$ 153.00
League of Women Voters	Izaak Walton Building	\$ 180.00	Fee Waiver	\$ 73.00
Committee	Stage	\$ 2,842.50	Fee Waiver	\$ 805.00
Association	North Park - Parking Lot	\$ 21,000.00	City Sponsorship	\$ 75.00
Partnership	Movies in the Park equipment	\$ 1,500.00	City Sponsorship	\$ 528.00
Victory Outreach Riverside	Bobby Bonds - Open Space	\$ 700.00	City Sponsorship	\$ 211.00

Parks, Recreation & Community Services In-Kind Sponsorships FY 14/15

Church	(Bandshell)	\$ 700.00	City Sponsorship	\$ 251.00
Riverside Citrus Classic	AHSP - Picnic Shelter #5; Andulka PS #1	\$ 120.00	City Sponsorship	\$ 25.00
P.L.A.C.E. Performanc	La Sierra - Open Space	\$ 1,400.00	City Sponsorship	\$ 25.00
Museum	Stage	\$ 1,560.00	City Sponsorship	\$ 785.00
Inlandia Institute	Bobby Bonds - Auditorium	\$ 170.00	City Sponsorship	\$ 57.00
of Commerce	Mobile Stage	\$ 860.00	City Sponsorship	\$ 785.00
Riverside Road Runners	AHSP - Open Space	\$ 700.00	City Sponsorship	\$ 327.00
Adoption Center	(Bandshell)	\$ 735.00	City Sponsorship	\$ 187.00
Spanish Town Heritage	White Park - Open Space			
Foundation	Dales - Banquet Room; Dance Room	\$ 2,305.00	City Sponsorship	\$ 486.00
Villegas Park Advisory Board	Villegas Park - Open Space	\$ 3,840.00	City Sponsorship	\$ 409.00
Empire Racewalkers	Fairmount Park - Open Space	\$ 700.00	City Sponsorship	\$ 89.00
Partnership (ABP)	Mobile Stage; BBQ Grill	\$ 700.00	City Sponsorship	\$ 745.00
Reid Park Advisory Team	Springbrook Clubhouse	\$ 360.00	City Sponsorship	\$ 73.00
City Sponsorship Total		\$ 97,926.00		\$ 13,360.00

Advisory Groups/Meetings
True Sponsorship

Police Department FY 2014/2015

Acct# 3115000-413320 Cost of In-Kind Services

Event Date	\$ Billed	Total Cost	Budgeted	Balance	Description
July 04, 2014	\$ -	\$ 7,211.52	\$ 6,500.00	\$ (711.52)	Mt. Rubidoux - \$3,000.00 / La Sierra ParkSports Center - \$3,500.00
September , 2014	\$ -	\$ -	\$ 300.00	\$ 300.00	North High School Homecoming - Festival (Parade/Carnival)
October, 2014	\$ 97.35	\$ 397.35	\$ 300.00	\$ (97.35)	Poly High School Homecoming Parade
October, 2014	\$ -	\$ -	\$ 300.00	\$ 300.00	Ramona High School Parade
October 24 & 25, 2014	\$ -	\$ 1,307.49	\$ 1,500.00	\$ 192.51	California Riverside Ballet - Ghost Walk Nutcracker -
November 08, 2014	\$ -	\$ 1,206.36	\$ 1,800.00	\$ 593.64	Lester Oaks Field Tournament-Band Event Review / Parade @ Ramona High School
February 21 & 22, 2015	\$ 227.05	\$ 1,927.05	\$ 1,700.00	\$ (227.05)	Dickens Festival - Invoice to Tom Wilson (Vendor# C028993)
February 14, 2015	\$ -	\$ 3,769.43	\$ 5,000.00	\$ 1,230.57	2015 Black History Parade
March 28, 2015	\$ -	\$ -	\$ 5,500.00	\$ 5,500.00	Rvsd Municipal Airport Open House/Air Show
April , 2015	\$ -	\$ -	\$ 1,500.00	\$ 1,500.00	Veteran / Parade "Salute"
May , May , & May , 2015	\$ -	\$ -	\$ 8,000.00	\$ 8,000.00	Show n Go - Car Show
May , 2015	\$ -	\$ -	\$ 3,200.00	\$ 3,200.00	Cinco De Mayo Parade = \$2,000.00 / Fiesta = \$1,200.00 - Parade 09:00 - 13:00pm / Fiesta 1300 - 2100
May , 2015	\$ -	\$ -	\$ 3,300.00	\$ 3,300.00	Villegas Park Festival (Cinco De Mayo Event)
May , 2015	\$ -	\$ -	\$ 7,300.00	\$ 7,300.00	Chili Cook Off & Car Show
May 25, 2015	\$ 9,491.88	\$ -	\$ -	\$ -	West Coast Thunder
	\$ -	\$ -	\$ -	\$ -	
Totals	\$ 9,816.28	\$ 15,819.20	\$ 46,200.00	\$ 30,380.80	

Public Utilities In-Kind Sponsorships FY 14/15

Organization & Event Name	In-Kind		Sponsorship Value	Promo Tracking	
	Bottled Water Costs	Promo Costs Green Bags + others		Bottled Water	Green Bags
National Cemetery Water (10 cases per month)	\$2,476.80		\$2,476.80	2880	
Founders Day Front Row Fireworks		\$206.40	\$206.40	480	
So. Cal Swimming Summer Junior Olympics	\$103.20	\$394.20	\$497.40	240	300
Hector Project - Deaf Community Job Fair	\$103.20		\$103.20	240	
Back Pack & Shoe Giveaway - Victory Outreach	\$206.40	\$194.00	\$400.40	480	200
Mom's of the Military	\$103.20		\$103.20	240	
GRCC Military Appreciation Picnic	\$103.20		\$103.20	240	
YWCA Women of Achievement		\$388.00	\$388.00		400
GRCC Golf Tournament	\$103.20		\$103.20	240	
Art Alliance Speakers Lecture Series	\$92.88		\$92.88	216	
GRHCC Golf Tournament	\$245.50		\$245.50		250
GRCC/RCC Career Fair	\$103.20		\$103.20	240	
Riverside's Got Talent - Kiwanis Clubs	\$206.40		\$206.40	480	
Citrus Classic REEF/AEF Bicycle Classic	\$103.20	\$970.00	\$1,073.20	240	1000
RCCD Trolley Dances	\$51.60		\$51.60	120	
ARC - Cars 4 Camp	\$103.20		\$103.20	240	
Riverside Fashion Week - Healthy Heritage		\$291.00	\$291.00		300
ARC Riverside		\$48.50	\$48.50		50
Riverside Ballet - Ghostwalk		\$291.00	\$291.00		300
Trunk n Treat		\$1,940.00	\$1,940.00		2000
Live United & Raceway Ford	\$103.20		\$103.20	240	
USGBC Green Building Business Expo		\$197.00	\$197.00		200
Mission Inn Run		\$970.00	\$970.00		1000
Veterans Appreciation Program - NAACP		\$291.00	\$291.00		300
US Mexico Sister City Association		\$194.00	\$194.00		200
Festival of Lights (week 1 Friday)		\$485.00	\$485.00		500
Festival of Lights (week 1 Saturday)		\$485.00	\$485.00		500
Festival of Lights (week 2 Friday)		\$485.00	\$485.00		500
Festival of Lights (week 2 Saturday)		\$485.00	\$485.00		500
Festival of Lights (week 3 Friday)		\$485.00	\$485.00		500
Festival of Lights (week 3 Saturday)		\$485.00	\$485.00		500
Festival of Lights (week 4 Friday)		\$485.00	\$485.00		500
fitRiverside Days - Junior League	\$330.24		\$330.24	768	
MLK Walk-a-Thon	\$206.40		\$206.40	480	
JW North Baseball Golf Tourney Fundraiser		\$97.00	\$97.00		100
RUSD Parent Summit		\$1,067.00	\$1,067.00		1100
Lunar Festival Gala		\$970.00	\$970.00		1000
GRCC - Mega Mixer		\$582.00	\$582.00		600
AYSO Locomotion Tournament		\$291.00	\$291.00		300
Riverside Dickens Festival	\$103.20		\$103.20	240	
RUSD-Feeding Families		\$485.00	\$485.00		500
Tri-County Dyslexia		\$194.00	\$194.00		200
LULAC	\$567.60		\$567.60	1320	
Walk with the Animals - Mary S. Roberts	\$206.40	\$970.00	\$1,176.40	480	1000
Goeske Center-Volunteer Luncheon	\$51.60		\$51.60	120	
California School for the Deaf Student Fund	\$61.92		\$61.92	144	
RCC Student Sustainability		\$194.00	\$194.00		200

Public Utilities In-Kind Sponsorships FY 14/15

Dining in the Dark - Blindness Support Services	\$103.20		\$103.20	240	
Riverside Airport Airshow		\$970.00	\$970.00		1000
Cesar Chavez 5K - UCR Chicano Education	\$154.80		\$154.80	360	
RUSD WorkAbility Career Day		\$291.00	\$291.00		300
YWCA Men Who Cook	\$103.20		\$103.20	240	
March for Babies - March of Dimes	\$103.20		\$103.20	240	
Salute to Veterans Parade	\$103.20		\$103.20	240	
YWCA - Riverside Tamale Festival	\$103.20		\$103.20	240	
Orange Blossom Synchronized Swim Meet	\$175.44	\$291.00	\$466.44	408	300
Arc Golf Tournament	\$206.40	\$194.00	\$400.40	504	200
WMWD Earth Night in the Garden		\$970.00	\$970.00		1000
RCCD Tigers Gold Tournament	\$103.20		\$103.20	240	
Dept of Mental Health Live Life Well		\$291.00	\$291.00		300
Riverside Art Mart	\$103.20		\$103.20	240	
King HS Environmental Expo		\$194.00	\$194.00		200
Mobile Fresh Riverside Events		\$388.00	\$388.00		400
RCC Starting Blocks		\$485.00	\$485.00		500
Cinco de Mayo Fiesta & Parade	\$103.20		\$103.20	240	
Villegas Park Advisory Committee Cinco de Mayo Parade	\$30.96	\$970.00	\$1,000.96	72	1000
RUSD Special Needs Prom - AVSN5	\$103.20		\$103.20	240	
Fuel Relief Fund Event	\$412.80		\$412.80	400	
Spring Concert - Riverside Master Chorale	\$103.20		\$103.20	240	
Arlington Business Partnership Chili-cook off		\$485.00	\$485.00		500
Poly PTA	\$103.20		\$103.20	240	
RUSD Career Day		\$194.00	\$194.00		200
UCR Climate Change Scavenger Hunt		\$29.10	\$29.10		30
Riv Co Office Of Ed-7 Shades of Green Conference		\$97.00	\$97.00		100
Alvord Run	\$103.20		\$103.20	240	
RUSD Special Olympics	\$92.88		\$92.88	216	
West Coast Thunder XIV - Riv. National Cemetery	\$1,032.00		\$1,032.00	2400	
Grow Riverside		\$194.00	\$194.00		200
ARC Summer Camp	\$206.40		\$206.40	480	
Bag It The Movie RCRC		\$97.00	\$97.00		100
Riverside Juneteenth Celebration	\$103.20	\$97.00	\$200.20	240	100
Summerfest Park & Rec		\$2,425.00	\$2,425.00		2500
Concerts in the Park - Citrus State Park	\$103.20	\$388.00	\$491.20	240	400

TOTAL

\$ 9,492.22 \$ 23,670.20 \$ 33,162.42 14,272 24,330

Public Works In-kind Costs Estimates

Sponsorships

Prepared: 02/16/2016

Event	Refuse Fund		General Fund								Total
	Street Sweeping		Troubleshoot/Spot Cleanup	Sunday Cleanup	Plants/Flowers	Vandalism/Damages	Ice Rink / Misc	Red Curb Painting	Graffiti Removal		
Festival of Lights	3,500		300	1,900	10,000	7,500	8,600	35,800	1,100		68,700
Chili Cookoff	400		0	0	1,000	0	*	*	*		1,400
Mission Inn Run	400		300	0	0	0	*	*	*		700
Citrus Heritage Run	400		0	0	500	0	*	*	*		900
Movies on Main	400		300	0	0	0	*	*	*		700
Fashion Show	400		300	0	0	0	*	*	*		700
Ghost Walk	400		300	0	0	0	*	*	*		700
Zombie Crawl	400		300	0	0	0	*	*	*		700
Long Night of Arts and Innovation	400		300	0	0	0	*	*	*		700
	6,700		2,100	1,900	11,500	7,500	8,600	35,800	1,100		75,200

* unknown costs that staff was not able to estimate given the timeframe for the requested information

Synopsis of comments by Jason Hunter to Government Affairs Committee, 3/2/2016, regarding City Sponsorship Programs:

- 1) As justification for their outrageous sponsorship program, RPU references State Assembly Bill 1890. This bill introduced electric retail competition to the State of California. Deregulation of the retail electricity markets ended in response to the 2001-2002 energy crisis. Hence, RPU sponsorships are no longer needed; it's a monopoly.
- 2) RPU's current policy states that after each sponsorship, a report needs to be written summarizing the efficacy of the monies donated. This has never happened to my knowledge. Where is the accountability?
- 3) All sponsorships by RPU should be pre-approved by the BPU or Council with specific justification given for how the monies spent benefit the average ratepayer in compliance with Prop 218 and 26. It would be easier and more appropriate, however, to just end all sponsorships coming from our utilities.
- 4) All sponsorships from the General Fund should be pre-approved by the Council.
- 5) The GM of RPU, who has the power to negotiate individual deals with companies via our charter should not be sitting on the Board of Directors of the Chamber of Commerce, who purpose is to benefit its individual businesses. E.g. UCR is a member of the Chamber who just cut a very favorable deal with RPU for water service. The perception of this within the community is awful.



City of Riverside

Public Comment for March 2, 2016
Governmental Affairs Committee Meeting
Prepared by the City Clerk's Office at 1:30 p.m. on March 2, 2016

Item	Name	Neighborhood	Position	Comments
2. City Sponsorship Programs (All Wards) Alexander T. Nguyen, Assistant City Manager	Tracey Cleary	City of Riverside	Support	The City of Riverside has been a long standing partner with the Riverside Unified School District. In the past we had students in our WorkAbility program working at Human Resources and many parks. (We would love to have that again). More recently they had supported our different student events with water bottles and green bags. Each time it has been a great help to have these items. We even received a message from a staff member stating that the 'green bags' were a highlight of a recent event. We appreciate the continued support and partnership.
2. City Sponsorship Programs (All Wards) Alexander T. Nguyen, Assistant City Manager	Lisa Masi	Canyon Crest	Support	Thanks for the many years of support to RUSD's Special Education students. You have provided city bags and water for our many events over the past several years! It is greatly appreciated! Thank you!
2. City Sponsorship Programs (All Wards) Alexander T. Nguyen, Assistant City Manager	Chani Beeman	Downtown	Oppose	Item 2: What is the goal of a "phase out" plan? Have organizations/events been turned away because other events are routinely sponsored? Is the city interested in no longer sponsoring special events/festivals at all or is the intent to cap the amount the City spends each year? My concern about a cap and phased out funding is that it assumes there will be other organizations/events in the pipeline. Better to cap the total amount the City is willing to sponsor in a year (based on previous year sponsorships and available funds) and allow sponsorship rounds in which new events/organizations have first priority. If funding remains after the first round another round can be help for organizations/events that have "termed out." Item 9: Use of city facilities (in-kind value of venue) should not be limited in the same way that the recommendation limits in-kind personnel and city funding. Use of facilities (with appropriate deposits) does not create a cost of the city.

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: PATRICK BRIEN DATE: 3/2/16

CITY/NEIGHBORHOOD: RIVERSIDE / WOOD STREETS PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: CITY SPONSORSHIPS

MAINTAINING ☒ 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. 22796, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting.

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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NAME: Vivian Stancil DATE: 3-2-16

CITY/NEIGHBORHOOD: Ward 2 PHONE # (Optional): _____

ADDRESS (Optional): 4053 Chestnut Street Riverside CA 92501
Address City/State/Zip

SUBJECT: City Sponsor Program
☒ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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

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**CITY OF RIVERSIDE
SPEAKER CARD**

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NAME: RICH OLQUIN DATE: 03/02/13

CITY/NEIGHBORHOOD: COMM - ON DISABILITIES PHONE # (Optional): _____

ADDRESS (Optional): 11359 Dole Ct Riverside, CA 92505
Address City/State/Zip

SUBJECT: CITY SPONSORSHIP Programs

☒ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

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NAME: Kathy Allavie DATE: 3-2-16
CITY/NEIGHBORHOOD: Riverside / Eastside PHONE # (Optional): 951-784-7377
ADDRESS (Optional): 2490 Prince Albert Dr. Riverside 92507
Address City/State/Zip
SUBJECT: City Sponsorships



SUPPORT



OPPOSE



NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Nicholas Adcock DATE: 3/2/14

CITY/NEIGHBORHOOD: Riverside Chamber of Commerce PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: City Sponsorship Programs
☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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**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: Sean Donahue DATE: 3/2/14
CITY/NEIGHBORHOOD: Downtown PHONE # (Optional): _____
ADDRESS (Optional): _____
Address City/State/Zip
SUBJECT: City Sponsorship Program - New guidelines
☐ 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.

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Judy Tenissen DATE: 3-2-16

CITY/NEIGHBORHOOD: Lakeview PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: Sponsorship Program
☐ SUPPORT ☒ OPPOSE ☐ NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Chani Beeman DATE: 3/2/16

CITY/NEIGHBORHOOD: Downtown PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: RPV & City Sponsorship

☐ SUPPORT ☒ OPPOSE ☐ NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: May Davis DATE: 3/2/16

CITY/NEIGHBORHOOD: _____ PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: Sponsorships

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SUPPORT

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OPPOSE

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NEUTRAL

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Pursuant to the City Council Meeting Rules adopted by Resolution No. 22796, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting.

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Mary Badalamente DATE: 3/2/

CITY/NEIGHBORHOOD: Riverside PHONE # (Optional): _____

ADDRESS (Optional): 8243 California Ave Riverside CA 92586
Address City/State/Zip

SUBJECT: Moms of Military
☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Nancy Melendez DATE: 3/2/16

CITY/NEIGHBORHOOD: Ward 5 PHONE # (Optional): _____

ADDRESS (Optional): 9216 Hawthorne Ave Riv 92503
Address City/State/Zip

SUBJECT: Sponsorship programs

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SUPPORT

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OPPOSE

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NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Kathy Wright DATE: 3-2-16

CITY/NEIGHBORHOOD: Magnolia Center PHONE # (Optional): 951 682-6156

ADDRESS (Optional): 4529 Beatty Dr Riverside 92506
Address City/State/Zip

SUBJECT: Sponsorship Programs

☐ SUPPORT ☒ OPPOSE ☐ NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.:

RPU

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Tom Hunt

DATE: 3-2-16

CITY/NEIGHBORHOOD: Riverside Unified
School District

PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: Thunt@RUSD.K12.CA.US

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SUPPORT

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OPPOSE

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NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: BOB MICHALKA DATE: 3-2-16

CITY/NEIGHBORHOOD: ARLINGTON PHONE # (Optional): _____

ADDRESS (Optional): 3273 TYLER ST Riv Ca
Address City/State/Zip

SUBJECT: FRONT ROW FIRE WORKS

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SUPPORT

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OPPOSE

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NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: OFELIA VALDEZ-YEAGER DATE: 3-2-16

CITY/NEIGHBORHOOD: WOOD STREETS PHONE # (Optional): _____

ADDRESS (Optional): 3656 BEECHWOOD PL. 92506
Address City/State/Zip

SUBJECT: Impact of proposed city sponsorship Program
☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: JASON HUNTER DATE: 3/2/16

CITY/NEIGHBORHOOD: WARD 1 PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: UTILITY SPONSORSHIPS THAT DO NOT DIRECTLY BENEFIT ALL CUSTOMERS NEED
☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL TO END ALL-TOGETHER

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Shawn Howard DATE: _____

CITY/NEIGHBORHOOD: _____ PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: _____

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SUPPORT

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OPPOSE

☐

NEUTRAL

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

City Sponsorship
WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

Card 1 of 1

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK. SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Doris Wright DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3 PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: _____

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SUPPORT

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OPPOSE

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NEUTRAL

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STOP RPU ADVERTISING
on Billboards / Newspapers /
magazines / Chamber Publications

CITY OF RIVERSIDE
SPEAKER CARD

Agree with
Members
Oral
Comments

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING

Card 2 of 9

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Davis Wright

DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional):

ADDRESS (Optional): STOP GIFT OF Public Funds to Special Interests

SUBJECT: ^{Address} Against RPU advertising which ^{City/State/Zip} in effect is subsidizing
~~private~~ interests including Chamber / Magazines which seem to be city sponsored
Billboards and the like.

☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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Against RPU "I OWN IT" Slogan
regardless of meaningless outside recognition
that the City of Riverside over the years has spent
millions to win different programs/awards/recognition
in myriad areas getting plaques for Mayor Lovelace
or

STOP RPU advertising
wasteful, benefits
special interests
money better spent on RPU lines/pipes/etc

CITY OF RIVERSIDE
SPEAKER CARD

Agree
with oral
comments by
Hunter

AGENDA ITEM NO.: 02

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Doris Wight

DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: _____

☐ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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RPU list should go to Council
RPU should not be advertising on buildings billboards
and magazine advertisements, chamber publications, newspaper
etc at a cost likely in millions when they have
captive audience. 5/ Not be subsidizing these special
publications DO NOT WASTE OUR dollars & benefit interests

taxpayers expense

Should be caps on Board Committee City Manager City Council, and all over 25,000 or 25,000 \$50,000 should come before city Council

CITY OF RIVERSIDE
SPEAKER CARD

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

4 of 8

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK. SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Jones Wright

DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional):

ADDRESS (Optional):

City Should Not be spending over \$1 million on fireworks/Mission
SUBJECT: Address City/State/Zip

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SUPPORT

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OPPOSE

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NEUTRAL

Inn Lighting

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Should be caps on Board Committee City Manager and city Council.

One Ward should not get most the dollars such as Downtown getting 60% of monies

Keep Riv Clean and Beautiful should go out to show how we should provide documents/contracts related

STOP GIVING MONEY
TO Create Riverside
Chamber
of Commerce

CITY OF RIVERSIDE
SPEAKER CARD

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING. Card 5 of 8

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Boris Wright DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3 PHONE # (Optional):

ADDRESS (Optional): Address City State Zip

SUBJECT: Do not pay for city tables for city dept employees at chamber events

☒ SUPPORT ☐ OPPOSE ☐ NEUTRAL

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Against City of Riverside giving Create Riverside
Chamber of Commerce a half million or some such
amount for 2 year period

Keep Riverside Clean & Beautiful to to
others to do.

STOP ^{CITY} FUNDING
Festival of Lights/fireworks
and Mission Inn Lights

CITY OF RIVERSIDE
SPEAKER CARD

AGENDA ITEM NO.: 2

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.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Doris Wright

DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: Downtown streets are blocked during

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SUPPORT

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OPPOSE

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→ this time ~~to~~ making access to
THE GROVE and downtown businesses
difficult to reach. With a shortage to
pay for city operations, maintenance of
the ~~lights~~ program ~~the~~ the lights
money for city operations

Programs over 50,000
Should come before
City Council

CITY OF RIVERSIDE
SPEAKER CARD

AGENDA ITEM NO.: 2

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. SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Davis Wright

DATE: 3/2/2016

CITY/NEIGHBORHOOD: _____

PHONE # (Optional): _____

ADDRESS (Optional): _____

Address

City/State/Zip

SUBJECT: Performance Riverside / RCCD. How

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SUPPORT

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OPPOSE

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For Discovering Theatre Outreach Program.

Why is the Mission Inn Foundation getting \$173,500 for the Mission Inn Run? Most runs have a charge for runners, do they?

~~Do~~ Do events occur
in each Ward or
are some wards left out

CITY OF RIVERSIDE
SPEAKER CARD

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

8 of 8

IF YOU WISH TO ADDRESS THE CITY COUNCIL, PLEASE COMPLETE AND SUBMIT THIS CARD TO THE CITY CLERK.
SPEAKER CARDS WILL BE ACCEPTED UNTIL CONCLUSION OF PUBLIC COMMENT ON THE AGENDA ITEM.

NAME: Karen Davis

DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: Riverside seems to have lots of

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SUPPORT

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OPPOSE

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arts and other events in Downtown
where buses do not late enough
so all citizens may attend. So taxpaying
citizens are denied attendance to events
there taxes support. Consider including
parents, all involved citizens in more early planning

rescind the Govt Affairs
STOP the ~~Govt~~ request
committee request
to violate the charter limitation on
council raises to 5% per year

CITY OF RIVERSIDE
SPEAKER CARD

AGENDA ITEM NO.: 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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NAME: Karen Davis Wright

DATE: 3/2/2016

CITY/NEIGHBORHOOD: Ward 3

PHONE # (Optional): _____

ADDRESS (Optional): _____

If all 7 Council members

by sending a request
to double Council

SUBJECT: get your salaries doubled

Salaries / 80% of

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that would REMOVE Mayor's Salary
Pursuant to the City Council Meeting Rules adopted by Resolution No. 22796, the Members of the City Council
and the public are reminded that they must preserve order and decorum throughout the Meeting.

roughly 60% from the
420,000 gen'l fund to pay for the
increased salaries/benefits
for Council. That request violates current charter

to be put in the
ballot for a Charter
change

violates current charter
modeling

**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

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NAME: Collette Lee DATE: 2-3-16

CITY/NEIGHBORHOOD: Ward 4 PHONE # (Optional): 951-369-8002

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: CRB - General Support for Non Profits

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SUPPORT

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OPPOSE

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO. 2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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NAME: Drew Obengye DATE: 3/2/16

CITY/NEIGHBORHOOD: Ward 1 PHONE # (Optional): _____

ADDRESS (Optional): 3425 Mission Riverside CA 92501
Address City/State/Zip

SUBJECT: Agenda Item #2 → Item #2 other items I am free

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.:

2

WELCOME TO THE RIVERSIDE CITY COUNCIL MEETING.

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NAME:

Steve Taten

DATE:

3/2/16

CITY/NEIGHBORHOOD:

PHONE # (Optional):

ADDRESS (Optional):

2981 Gertrude St. Riverside, CA. 92506

Address

City/State/Zip

SUBJECT:

Shakespeare Festival



SUPPORT



OPPOSE



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**CITY OF RIVERSIDE
SPEAKER CARD**

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NAME: Becky Whatley DATE: 3-2-2016

CITY/NEIGHBORHOOD: _____ PHONE # (Optional): _____

ADDRESS (Optional): _____
Address City/State/Zip

SUBJECT: City Sponsorships

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SUPPORT

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OPPOSE

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**CITY OF RIVERSIDE
SPEAKER CARD**

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NAME: DELL ROBERTS DATE: 3-2-16

CITY/NEIGHBORHOOD: CITY PHONE # (Optional): 951 684 0805

ADDRESS (Optional): 4567 - SEDGWICK RIV. CA 92507
Address City/State/Zip

SUBJECT: SPONSOR SHIPS

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SUPPORT

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OPPOSE

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**CITY OF RIVERSIDE
SPEAKER CARD**

AGENDA ITEM NO.: 2

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NAME: Rose Mayer DATE: 3/3/2016

CITY/NEIGHBORHOOD: Ward I PHONE # (Optional): _____

ADDRESS (Optional): 3933 Mission Inn Riverside
Address City/State/Zip

SUBJECT: Sponsorship

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