



City of Arts & Innovation

Development Committee Memorandum

TO: DEVELOPMENT COMMITTEE MEMBERS **DATE: JUNE 23, 2016**

FROM: RIVERSIDE METROPOLITAN MUSEUM **WARDS: ALL**

**SUBJECT: FISCAL YEAR 2016/2017 CITY SPONSORSHIP PROGRAM, JULY 1, 2016
THROUGH DECEMBER 31, 2016 - VALUE OF \$143,608**

ISSUE:

Approval of staff recommendations for the City Sponsorship Program (Program) support in the form of monetary funding and/or in-kind contributions of \$143,608 for charitable, community events, which are produced by local non-profit organizations for the six month period of July 1 – December 31, 2016.

RECOMMENDATIONS:

That the Development Committee:

1. Approve staff recommendations for City Sponsorship Program support in the form of monetary funding and in-kind contributions (Attachment 1); and
2. Authorize the City Manager, or his designee, to execute any necessary financial or legal documents with these organizations, including making minor, non-substantive changes necessary in order to implement the Program.

BACKGROUND:

The Program provides local non-profit organizations with the opportunity to apply for City Funds and/or in-kind services twice each fiscal year. The spring application process provides support for charitable, community events, and meetings produced from July 1, 2016 through – December 31, 2016. The Program is administered by the Museum & Cultural Affairs Department. In order to retain sufficient funding for the January-through-June funding cycle, Staff recommends that the cash awards funded through the Museum & Cultural Affairs Department for this funding cycle should equal no more than half of the fiscal year total.

Arts & Cultural Affairs Budget for City Sponsorships fiscal year 2016/2017	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Fall 2016	Remaining Arts & Cultural Affairs Budget for Spring 2017
\$146,160*	\$62,904	\$83,256

* This report publishes on June 8, 2016, before the City Council adoption of the fiscal year 2016/17 budget; the amount above is the requested budget for fiscal year 2016/17.

The application deadline for this funding cycle was March 31, 2016. Individual organizations were notified at community meetings, by direct communication and e-mail notifications. City Sponsorship guidelines (Attachment 2) and processes are posted on the City's website. Forty-five (45) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the spring application process for events produced from July 1 – December 31, 2016.

The sponsorship applications were evaluated by various City departments, based on each organization's ability to create or enhance its events in the spirit of Seizing Our Destiny. Other factors that were considered included projected attendance, event/organization history, event budget and City Sponsorship history.

Based on the Program criteria, forty-five (45) organizations are recommended as sponsorship recipients. A component of the recommendations for sponsorship include funding and in-kind values from the Public Utilities Department which is included in their budget. A summary of the fall 2017 recommended sponsorships values is below.

Sponsorships (Arts & Cultural Affairs)	Sponsorships (Public Utilities)	Total Cash Sponsorships	Total In-Kind	Total Value of Sponsorships
\$62,904	\$28,000	\$90,904	\$52,704	\$143,608

The Post-Event Report (Attachment 3) has been amended to include language regarding event sponsor names and printed marketing materials.

All impacted Department Heads concur with this report.

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$143,608, with \$90,904 in monetary contributions, \$62,904 from Arts and Cultural Affairs, \$28,000 from Riverside Public Utilities, and in-kind services valued at \$52,704. Sufficient funds are available in the Fiscal Year 2016/2017 Arts & Cultural Affairs Division City Sponsorship Account No. 5310000-450302 and Riverside Public Utilities Account No. 6020009080-45602206, contingent upon City Council's final approval of the 2016/2017 budget.

Prepared by: Sarah S. Mundy, Museum and Cultural Affairs Director
Certified as to
availability of funds: Scott G. Miller, Interim Finance Director/Treasurer
Approved by: Alexander T. Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. July 1 – December 31, 2016 City Sponsorship Funding Recommendations
2. Sponsorship Guidelines
3. Post-Event Report Form for Sponsorship Recipients