



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: DECEMBER 6, 2016**  
**FROM: MUSEUM AND CULTURAL AFFAIRS**      **WARDS: ALL**  
**DEPARTMENT**  
**SUBJECT: FISCAL YEAR 2016/2017 CITY SPONSORSHIP PROGRAM, JANUARY 1 – JUNE 30, 2017, VALUE OF \$182,090**

## **ISSUE:**

Approve the City Sponsorship Program, in the form of monetary funding and/or in-kind contributions for charitable community events, for events which are produced by local non-profit organizations for the six-month period of January 1 - June 30, 2017.

## **RECOMMENDATION:**

That the City Council approve the City Sponsorship Program, in the form of monetary funding and/or in-kind contributions for charitable community events, for events which are produced by local non-profit organizations for the six-month period of January 1 – June 30, 2017.

## **DEVELOPMENT COMMITTEE RECOMMENDATION:**

The Development Committee met on November 17, 2016, with Chair Gardner, Vice Chair Davis and Member MacArthur present, to consider Staff recommendations regarding City Sponsorships for events or projects that will take place from January 1 – June 30, 2017. Due to a lack of quorum to vote on the item, the Committee was not able to take action.

## **BACKGROUND:**

The City Sponsorship Program (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 between January 1 and June 30, 2017. The application deadline for this funding cycle was July 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.

City Council accepted the following changes to the Program on July 26, 2016, at the recommendation of the Governmental Affairs Committee:

1. Organizations must demonstrate that they have raised the required in-kind/cash threshold at the time the City issues the sponsorship check (as opposed to providing the information prior to submission of application).

2. All recipients must complete a Post-Event report (Attachment 3), including documentation of the event funding.
3. If applicable, Post-Event reports will also explain how the Riverside Public Utilities sponsorship benefited the rate payer.

The Program is administered by the Museum & Cultural Affairs Department and fund availability is as follows:

Budget for City Sponsorships fiscal year 2016/2017	Awarded Cash Sponsorships from Budget for Fall 2016/2017	Proposed Cash Sponsorships from Budget for Spring 2016/2017
\$146,160	\$62,904	\$73,414

The \$146,160 reflects the 4% reduction for the two-year (FY 16/17 and 17/18) city budget.

### **DISCUSSION:**

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.

Fifty-four (54) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the spring application process for events produced from January 1 - June 30, 2017. Based on the Program criteria, fifty-three (53) organizations are recommended as sponsorship recipients. A component of the recommendations for sponsorship includes funding and in-kind values from the Public Utilities Department, which are included in its budget. A summary of the Spring 2016-2017 recommended sponsorship values is below.

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Total Value of In- Kind Sponsorships	Total Value of Sponsorships
\$73,414	\$22,900	<b>\$96,314</b>	\$85,776	<b>\$182,090</b>

All impacted Department Heads concur with this report: Chief, Fire Department; Chief, Police Department; Director, Parks, Recreation and Community Services Division; and Director, Riverside Public Utilities

### **FISCAL IMPACT:**

City Sponsorship recommendations represent a total investment of \$182,090, with \$96,314 in monetary contributions (\$73,414 from Arts and Cultural Affairs and \$22,900 from Riverside Public Utilities), and in-kind services valued at \$85,776. 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.

Prepared by: Alexander T. Nguyen, Assistant City Manager  
Certified as to  
availability of funds: Scott G. Miller, PhD, Chief Financial Officer/City Treasurer  
Approved by: Alexander T. Nguyen, Assistant City Manager  
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. January 1 - June 30, 2017 City Sponsorship Funding Recommendations
2. Sponsorship Guidelines
3. Post-Event Report
4. Presentation