



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: JUNE 6, 2017**

**FROM: MUSEUM AND CULTURAL AFFAIRS**      **WARDS: ALL**  
**DEPARTMENT**

**SUBJECT: CITY SPONSORSHIP RECOMMENDATION FOR THE PERIOD OF JULY 1 –**  
**DECEMBER 31, 2017, VALUE OF \$133,503**

## **ISSUE:**

Approve the Development Committee recommendation regarding City Sponsorship Program support in the form of monetary funding and/or in-kind contributions for charitable, community events, which are produced by local non-profit organizations for the six-month period of July 1 – December 31, 2017.

## **RECOMMENDATION:**

That the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$133,503 for charitable and community events, which are produced by local non-profit organizations.

## **DEVELOPMENT COMMITTEE RECOMMENDATION:**

The Development Committee met on May 18, 2017, 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 July 1 – December 31, 2017. After discussion, the Committee unanimously voted to recommend that the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$133,503 for charitable, community events, which are produced by local non-profit organizations.

## **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 from July 1 – December 31, 2017. The application deadline for this funding cycle was January 31, 2017. 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.

The City Council accepted the following changes to the Program on July 26, 2016, at the recommendation of the Governmental Affairs Committee; all requirements become effective during this cycle of funding.

1. Organizations must demonstrate that they have raised the required in-kind/cash threshold at the time they submit their invoices for sponsorship payment (Attachment 3).
2. All recipients must complete a Post-Event Report (Attachment 4), including documentation of funding, no later than 60 days after project/event completion.
3. If applicable, Post-Event Reports will also explain how the Riverside Public Utilities sponsorship benefited commercial and residential customers.

The Program is administered by the Museum & Cultural Affairs Department; fund availability from the Arts & Cultural Affairs Budget is as follows:

Budget for City Sponsorships Fiscal Year 2017/2018	Proposed Cash Sponsorships from Budget for Fall 2017/2018
\$146,160	\$67,500

### **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.

Forty-one local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events produced from July 1 - December 31, 2017. Based on the Program criteria, 41 organizations are recommended as sponsorship recipients. A component of the recommendations for sponsorship includes funding and in-kind values from Riverside Public Utilities, which are included in its budget. A summary of the Fall 2017/2018 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
\$67,500	\$26,500	<b>\$94,000</b>	\$39,503	<b>\$133,503</b>

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

### **FISCAL IMPACT:**

City Sponsorship recommendations represent a total investment of \$133,503, with \$94,000 in monetary contributions (\$67,500 from Arts and Cultural Affairs and \$26,500 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$39,503. Sufficient funds are available in the Fiscal Year 2017/2018 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/Acting Museum & Cultural Affairs Director

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

Concurs with;



---

Mike Gardner, Chair  
Development Committee

Attachments:

1. July 1 – December 31, 2017 City Sponsorship Funding Recommendations
2. Sponsorship Guidelines
3. Sample Invoice
4. Post-Event Report Form