



City of Arts & Innovation

Governmental Affairs Committee Memorandum

TO: GOVERNMENTAL AFFAIRS COMMITTEE **DATE: NOVEMBER 1, 2017**
FROM: MUSEUM AND CULTURAL AFFAIRS **WARDS: ALL**
SUBJECT: CITY SPONSORSHIP PROGRAM POLICY REVIEW

ISSUE:

Receive a review of City Sponsorship Program policies.

RECOMMENDATION:

That the Governmental Affairs Committee receive and review implementation of policy changes that were recommended to City Council by the Governmental Affairs Committee on July 26, 2016 and implemented during the January – June, 2017 funding cycle of the City Sponsorship Program.

BACKGROUND:

The City Sponsorship 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 and review process (deadline: January 31) provides support for charitable, community events, and meetings produced from July 1 – December 31. The fall application process (deadline: July 31) provides support for charitable, community events, and meetings produced from January 1 – June 30. The Program is administered by the Museum & Cultural Affairs Department.

Individual organizations were notified of deadlines at community meetings, by direct communication and e-mail notifications. City Sponsorship Guidelines (Attachment 1) and processes are posted on the City's website and the Arts and Cultural Affairs Staff presents Sponsorship 101 Workshop twice annually, several weeks prior to posted deadlines, in order to assist applicants with the Program's history, forms, requirements, and processes.

Applications are reviewed by Museum and Cultural Affairs Staff and 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 are considered include projected attendance, event/organization history, event budget and City Sponsorship history. Department Heads of all participating Departments concur with City Sponsorship reports that are presented to the Development Committee and City Council.

The Museum's Arts and Cultural Affairs 2016/2017 Budget was allocated as follows:

Budget for City Sponsorships fiscal year 2016/2017	Awarded Cash Sponsorships from Budget for Fall 2016/2017	Awarded Cash Sponsorships from Budget for Spring 2016/2017
\$146,160	\$62,404	\$73,414

Forty-five (45) local, non-profit organizations were awarded monetary and/or in-kind sponsorship for support of events or projects produced from July 1 – December 31, 2016; fifty-three (53) were awarded monetary and/or in-kind sponsorship for support of events produced from January 1 – June 30, 2017.

A component of the recommendations for sponsorship includes funding and in-kind values from the Riverside Public Utilities Department, which are included in its budget, as well as in-kind values from other departments.

Following are summaries of both funding cycles for Fiscal Year 2016/2017:

Fall Funding Cycle: July 1 – December 31, 2016

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Total Value of In- Kind Sponsorships	Total Value of Sponsorships
\$62,904	\$28,000	\$90,904	\$48,692	\$139,596

Spring Funding Cycle: January 1 – June 30, 2017

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	\$96,314	\$85,776	\$182,090

DISCUSSION:

The Governmental Affairs Committee made the following recommendations, pertaining to the Program, which were approved by the City Council on July 26, 2016. Numbered items, below, include Staff updates.

1. Fundraising:

Requirement: Organizations 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).

Implementation: The Sample Invoice (Attachment 2), implemented in Spring, 2017, includes a space for sponsorship awardees to input current sponsorship information; this requirement will be fully implemented during this current round of funding (July 1 – December 31, 2017).

2. *Post Event Reports:*

Requirement: The sponsorship application will include a commitment from sponsorship recipients to complete a post-event report on the number of attendees, how the sponsorship was utilized and how the event benefited the Riverside community. The report will include language respective to Proposition 218; and, if funds or in-kind sponsorship was received from Riverside Public Utilities (RPU), the report will include a description of how the sponsorship benefitted RPU's rate payers. This information will be collected and reported back to Committee and full Council as a preface to the new round of sponsorship applications.

Implementation: The Post-Event report (Attachment 3) is sent to applicants when they are notified of approved sponsorship funding. A summary of the Post-Event Reports from the past fiscal year will be included in the reports to the Development Committee and City Council, related to approved events. The Sponsorship Guidelines/Agreement document includes the Post-Event Report requirement (p. 3 of Attachment 1), with specific language related to the additional requirements for recipients of Riverside Public Utilities funding

3. *Conflict of Interest Rule:*

Requirement: Elected Officials and anyone that serves in an official capacity with the City that volunteers with, or has an immediate family member who is part of an organization that requests sponsorship from the City shall not be allowed to participate in any way during the application process related to the request and shall be recused from said process. If this staff member is authorized to recommend or approve any dollar amount in the application 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, or Board of Public Utilities or City Council as appropriate.

Implementation: This rule is applied through staff members' recusal during discussions and recommendations regarding sponsorship funding, in situations where they or their family members are related to a requesting organization.

4. *Award Approvals:*

Requirement: The Development Committee shall continue to receive twice-yearly recommendations for sponsorship awards. The Development Committee will forward recommendations to the City Council on the Consent Calendar for approval.

Implementation: This requirement was implemented immediately after the July, 2016, program changes were approved by the City Council. The Development Committee made its recommendations in November, 2016, for non-profit applicants' projects and programs for Spring Cycle; those recommendations were approved by the City Council in December, 2016. The Development Committee made its recommendations in May, 2017, for non-profit applicants' projects and programs for Fall Cycle; those recommendations were approved by the City Council in June, 2017.

7. *Sponsorship Approval Levels:*

Requirement: The sponsorships approval authority was refined and updated after the meeting to recommend removing the authority of a Division Manager and list the amount up to \$10,000 be approved by the City Manager or designee.

Implementation: Arts and Cultural Affairs Staff members are responsible for applicant education, coordination of applications, and preliminary recommendations, based on input from other evaluating Departments. Preliminary recommendations are approved by the Department Director before proceeding to the Assistant City Manager and/or City Manager (based on recommended sponsorship funding amount). Sponsorships requested of Riverside Public Utilities are approved by appropriate Department personnel and Board, as necessary, as outlined in the table below.

Amount	Approval Levels
Up to \$10,000	Approved by the Director, City Manager or Designee
\$10,000 to \$25,000	Approved by the Board (if applicable), Committee, and City Manager
\$25,000 and Above	Approved by the Board (if applicable), Committee, City Manager and City Council

8. Table Sponsorships:

Requirement: Departments that choose to support events relevant to their work, including the purchase of tables at various events, shall include those events and number of seats available at the tables on an event calendar that shall be updated quarterly and made available to City Council. Councilmembers will have the option to attend these events as it meets with the demands of their schedules.

Implementation: Unaccomplished

9. Policy Review:

Requirement: A review of the City's Sponsorship Program will return to the Governmental Committee in November 2017.

Implementation: The City of Riverside Sponsorship Policy (Attachment 4) incorporates the revisions approved on July 26, 2017 by the City Council.

FISCAL IMPACT:

This report has no General Fund fiscal impact.

Prepared by:	Alexander T. Nguyen, Acting Museum & Cultural Affairs Director/Assistant City Manager
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer/City Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachments:

1. Sponsorship Guidelines
2. Sponsorship Application
3. Sample Invoice
4. Post-Event Report Form