



CITY SPONSORSHIP PROGRAM FISCAL YEAR 2016/2017

Museum & Cultural Affairs

**Governmental Affairs
November 1, 2017**

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BACKGROUND

The Governmental Affairs Committee made the following recommendations, pertaining to the Program, which were approved by the City Council on July 26, 2016



2

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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 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).



3

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POST EVENT REPORTS

Requirement: The sponsorship application will include a commitment from sponsorship recipients to complete a post-event report.

Implementation: The Post-Event report 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.



4

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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.



5

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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.



6

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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: 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.



7

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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.

Implementation:



8

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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 incorporates the revisions approved on July 26, 2017 by the City Council.



9

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RECOMMENDATION

1. Receive City Council-approved disbursements for funding in both periods of the Sponsorship Program for Fiscal Year 2016/2017; and
2. 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.



10

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