



*City of Arts & Innovation*

# Development Committee Memorandum

**TO: DEVELOPMENT COMMITTEE MEMBERS      DATE: NOVEMBER 16, 2017**

**FROM: COMMUNITY & ECONOMIC DEVELOPMENT      WARDS: ALL**  
**DEPARTMENT**

**SUBJECT: FISCAL YEAR 2017/2018 CITY SPONSORSHIP PROGRAM, JANUARY 1 –**  
**JUNE 30, 2018, VALUE OF \$175,116**

## **ISSUE:**

Receive, review, provide input on and recommend City Council approval of staff recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$175,116 for charitable and community events, which are produced by local non-profit organizations for the six-month period of January 1 – June 30, 2018.

## **RECOMMENDATION:**

That the Development Committee:

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of January 1 – June 30, 2018; and
2. Recommend City Council approval of City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$175,116 for charitable and 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 fall application process provides support for charitable, community events, and meetings produced from January 1 – June 30, 2018. The application deadline for this funding cycle was July 31, 2017. Individual organizations were notified at community meetings, by direct communication and e-mail notifications. The City Sponsorship Program Agreement and Guidelines (Attachment 1) 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; all requirements become effective in 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.

2. All recipients must complete a Post-Event Report, 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 Cultural Affairs Division; 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	\$74,845

### **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. Two organizations, the Riverside African-American Historical Society and the Adrian Dell and Carmen Roberts Foundation, show a decrease in funding, compared with last year, because both organizations have reached the point in time at which 20% of the project budget is the maximum allowable funding recommendation, as reflected in the Sponsorship Program Agreement (Attachment 1).

Forty-nine (49) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events produced from January 1 – June 30, 2018; two of those forty-nine applicants did not meet the deadline. Forty-seven (47) organizations are recommended as sponsorship recipients (Attachment 2). A component of the recommendations for sponsorship includes funding from Riverside Public Utilities, which is included in its budget, as well as in-kind sponsorship awards from the Fire Department; Police Department; Parks, Recreation and Community Services Division; and Riverside Public Utilities.

Summaries of the Fall 2017/2018 approved sponsorship values and recommended sponsorship values for Spring 2017/2018 appear below.

#### **Fall 2017/2018, Approved Funding**

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>

#### **Spring 2017/2018, Recommended Funding**

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Total Value of In- Kind Sponsorships	Total Value of Sponsorships
\$74,845	\$22,500	<b>\$97,345</b>	\$77,771	<b>\$175,116</b>

A comparison of Spring 2016/2017 and Spring 2017/2018 application numbers appears below.

**Comparison of Spring 2016/2017 and Spring 2017/2018 Applicants**

Comparison Criteria	Spring 2016/2017	Spring 2017/2018
Applications Submitted/Accepted	54/53	49/47
Number of New Applicants	N/A	6
Number of Spring 2016/2017 Applicants NOT Re-applying	N/A	13

The Fire Chief, the Police Chief, the Parks, Recreation and Community Services Director and the General Manager of Public Utilities concur with the recommended actions.

**FISCAL IMPACT:**

City Sponsorship recommendations represent a total investment of \$175,116, with \$97,345 in monetary contributions (\$74,845 from Arts and Cultural Affairs and \$22,500 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$77,771. 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:	Rafael Guzman, Community & Economic Development Director
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer/City Treasurer
Approved by:	Al Zelinka, FAICP, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

**Attachments:**

1. Sponsorship Program Agreement
2. January 1 – June 30, 2018 City Sponsorship Funding Recommendations
3. Presentation