



City Sponsorship – Spring Cycle Fiscal Year 17/18

Community & Economic Development
Department

Development Committee

November 16, 2017

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BACKGROUND

Upon the recommendation of the Governmental Affairs Committee, the City Council approved the following changes to the Sponsorship Program, in July, 2016:

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.



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GUIDELINES

1. Promote the City of Riverside as a desirable place to live, visit and do business.
2. Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.
3. Enhance the quality of life and well-being of the citizenry.



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GUIDELINES (continued)

4. Advance the City's commitment to and pride in being a multicultural community.
5. Encourage the development of neighborhood identity and pride.
6. Promote cultural and artistic awareness among the citizenry.



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GUIDELINES (continued)

7. The applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501c category.
8. The special event, community project or program must support the aforementioned goals and objectives
9. Funds are not to be used for operational costs.



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HIGHLIGHTS

1. 47 organizations are recommended for sponsorship.
2. Focus Areas of Organizations:
 - a) Arts and Humanities
 - b) Community Service
 - c) Culture
 - d) Education
 - e) Health/Fitness/Athletics
 - f) Legal Issues
 - g) Specific Populations (e.g., seniors, children, at-risk youth, differently-abled individuals)



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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.



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