



City of Arts & Innovation

Development Committee Memorandum

TO: DEVELOPMENT COMMITTEE MEMBERS **DATE: MAY 17, 2018**

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

SUBJECT: FISCAL YEAR 2018/2019 CITY SPONSORSHIP PROGRAM, JULY 1 – DECEMBER 31, 2018, VALUE OF \$114,040

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 \$114,040 for charitable and community events, which are produced by local non-profit organizations for the six-month period of July 1 – December 31, 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 July 1 – December 31, 2018; and
2. Recommend City Council approval of City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$114,040 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 winter application process provides support for charitable, community events, and meetings produced from July 1 – December 31, 2018. The application deadline for this funding cycle was January 31, 2018. 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 have been in effect since the beginning of the current fiscal year:

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.
4. Amended the conflict of interest provisions to include City Councilmembers, which precluded the City Councilmembers from participating in the sponsorship application process for any organization that the Councilmember volunteers with or has an immediate family member who is part of the organization.

The Program is administered by the Community & Economic Development Department with fund availability from the Arts & Cultural Affairs Division Budget as follows:

Arts & Cultural Affairs Budget for City Sponsorships, Fiscal Year 2018/2019	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Fall 2018/2019
\$146,160	\$69,300

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, as indicated in the Sponsorship Program Agreement (Attachment 1). Other factors that were considered included projected attendance, event/organization history, event budget and City Sponsorship history.

Forty-four (44) 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, 2018. Forty-three (43) 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 Department; and Riverside Public Utilities.

A summary of the recommended sponsorship values for Fall 2018/2019 appears below:

Fall 2018/2019, Recommended Funding

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Total Value of In-Kind Sponsorships	Total Value of Sponsorships
\$69,300	\$21,000	\$90,300	\$23,740	\$114,040

A brief comparison of Fall 2017/2018 and Fall 2018/2019 application numbers appears below:

Comparison of Fall 2017/2018 and Fall 2018/2019 Applicants

Comparison Criteria	Fall 2017/2018	Fall 2018/2019
---------------------	----------------	----------------

Applications Submitted/Recommended for Funding	41/41	44/43
Number of New Applicants	3	5
Number of Fall 2017/18 Applicants NOT Applying for Fall 2018/19	N/A	9

The Fire Chief, Chief of Police, Director of Parks, Recreation and Community Services Department and Interim General Manager of Riverside Public Utilities concur with this report.

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$114,040, with \$90,300 in monetary contributions (\$69,300 from Community & Economic Development Department and \$21,000 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$23,740. Sufficient funds are available in the Fiscal Year 2018/2019 Arts & Cultural Affairs Division City Sponsorship Account No. 2815100-450302 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. July 1 – December 31, 2018 City Sponsorship Funding Recommendations
3. Presentation