

City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JUNE 19, 2018**

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

SUBJECT: FISCAL YEAR 2018/2019 CITY SPONSORSHIP PROGRAM, JULY 1 – DECEMBER 31, 2018, VALUE OF \$117,665

ISSUE:

Approve Fiscal Year 2018/2019 City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$117,665 for charitable and community events, which local non-profit organizations produce for the six-month period of July 1 – December 31, 2018.

RECOMMENDATION:

That the City Council approve City Sponsorship in the form of monetary and/or in-kind contributions of \$117,665 for charitable and community events, which local non-profit organizations produce.

COMMITTEE RECOMMENDATION:

The Development Committee met on May 17, 2018, with Chair Gardner, Vice Chair Perry and Member MacArthur present, to consider staff recommendations regarding City Sponsorships for events or projects that will take place from July 1 - December 31, 2018. After discussion, the Development Committee voted unanimously to recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$114,040 for charitable, community events, which non-profit organizations produce.

This report included two errors in the reporting of staff recommendations:

1. The total recommended funding from the Arts & Culture budget for the organizations listed should have been \$71,800 not, \$69,300, a difference of \$2,500.
2. The recommendation to fund the Evergreen Memorial Historic Cemetery Front Row Fireworks event on July 4, 2018 was missing. This recommendation includes:

Cash Arts and Culture	Cash RPU	Total Cash Sponsorship	Value of Proposed In-Kind Services	Total Value of Recommended Sponsorship	In-Kind Proposed
\$1,000	N/A	\$1,000	\$125	\$1,125	Special Event / Banner Permit Fees

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 spring 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. Staff notified organizations at community meetings, by direct communication and via e-mail notifications. The City Sponsorship Program Agreement and Guidelines (Attachment 1) and processes are posted on the City's website.

The Community and Economic Development Department, Arts & Cultural Affairs Division administers the Program. Fund availability as requested for the upcoming FY2018/19 budget is as follows:

Budget for City Sponsorships Fiscal Year 2018/2019	Proposed Cash Sponsorships from Budget for Fall 2018/2019
\$146,160	\$72,800

DISCUSSION:

Various City departments evaluated the sponsorship applications, based on each applicant's ability to create or enhance its events in the spirit of Seizing Our Destiny. Departments also considered other factors, including 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. Staff recommends sponsorship for forty-three (43) organizations (Attachment 2). A component of the recommendations for sponsorship includes funding from Riverside Public Utilities, which is included in the Department's 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 Fall 2018/2019 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	\$94,000	\$39,503	\$133,503

Fall 2018/2019, Recommended Funding

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Value of In-Kind Sponsorships	Total Value of Sponsorships
\$72,800	\$21,000	\$93,800	\$23,875	\$117,665

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/Accepted	41/41	44/43
Number of New Applicants	3	5
Number of Fall 2017/2018 Applicants NOT Re-applying	N/A	9


The Fire Chief, Police Chief, Parks, Recreation, and Community Services Director, and the Public Utilities General Manager all concur with the report recommendations.

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$117,665, with \$93,800 in monetary contributions (\$72,800 from Arts and Cultural Affairs and \$21,000 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$23,875. Sufficient funds are included in the proposed 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, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Concurs with:



Mike Gardner, Chair
Development Committee

Attachments:

1. Sponsorship Program Agreement
2. July 1 – December 31, 2018 City Sponsorship Funding Recommendations