



Governmental Affairs Committee Memorandum

City of Arts & Innovation

TO: GOVERNMENTAL AFFAIRS COMMITTEE **DATE: NOVEMBER 29, 2018**
FROM: CITY MANAGER'S OFFICE **WARDS: ALL**
**SUBJECT: UPDATE ON TABLE SPONSORSHIP PROCEDURES AND ACTIVITIES FOR
FISCAL YEARS 2017/18 AND 2018/19 - DIRECT SUBMITTAL**

ISSUE:

Receive an update on table sponsorship activities for Fiscal Year 2017/18 and 2018/19 and provide direction on how to implement table sponsorship procedures moving forward.

RECOMMENDATIONS:

That the Governmental Affairs Committee:

1. Receive an update on table sponsorship activities for Fiscal Years 2017/18 and 2018/19;
2. Provide direction on how to implement table sponsorship procedures moving forward; and
3. Recommend table sponsorship procedures for the City Council to approve.

BACKGROUND:

In October 2002, the City Council created a City Sponsorship Program and adopted a sponsorship policy to encompass all city departments and support their efforts to formalize and track the amount of giving to the community. The City Sponsorship Program is administered by the Arts and Cultural Affairs Division in the Community and Economic Development Department and provides local non-profit organizations with the opportunity to apply for City Funds and in-kind services twice each fiscal year. Eligible organizations are notified of upcoming opportunities to apply for the City Sponsorship Program through direct communication, via email and at community events. The biannual review and approval process of sponsorship applications requires approximately five months from the application deadline to approval by the City Council. Sponsorship awards are provided in the form of cash, facilities, staff time, water, and special event permits. The total fiscal impact of the program is typically less than \$200,000 annually, including monetary and in-kind sponsorship awards.

On November 16, 2015, a request was made by the Governmental Affairs Committee to develop procedures for issuing table sponsorships. This request was initiated based on concerns that multiple City departments were sponsoring tables for the same community events and there were no guidelines for determining who from the City should be seated at these tables. At that time,

Council Members did not have their own budgets for meetings and events and, if they wanted to attend an event, the Council Members would have to ask departments if there was an empty seat at their table or purchase an event ticket on their own. This was not an equitable process, since multiple departments were paying for staff to attend these events and the Council Members were not always included in the invitations.

On May 4, 2016, the Governmental Affairs Committee recommended revisions to the City's Sponsorship Program, which included supplemental guidelines for issuing table sponsorships. The guidelines allowed departments to support events relevant to their work, including the purchase of tables at various community events, without having to go through the City's Sponsorship Program process. The guidelines required departments to include these events and the number of seats available at the sponsored tables on an event calendar, which would be updated on a quarterly basis and made available to Council Members so they could have an opportunity to attend these events based on their availability. On July 26, 2016, the City Council approved the Sponsorship Program revisions and supplemental guidelines for table sponsorships.

DISCUSSION:

In Fiscal Year (FY) 2017/18, City departments sponsored tables at 21 community events, for a total sponsorship investment of \$33,330. In the current FY 2018/19 (year-to-date), departments have sponsored, or are committed to sponsoring, tables at 15 additional events, for a total sponsorship commitment of approximately \$24,590. A detailed listing of these events and table sponsorship amounts is provided in Attachment 1.

Staff recently became aware that the City Council's recommendation to develop an event calendar with a listing of seats available at sponsored tables was never implemented. Following this discovery, staff immediately began working with the Department of Innovation and Technology to create a shared Table Sponsorships Calendar in Outlook that will include information about upcoming events departments' are sponsoring and the number of seats available at each table. This calendar will be accessible to Council Members and allow them to view upcoming events and add their name to the list of attendees when seats are available at a table.

Several other observations regarding table sponsorships have also been made, including that multiple Departments are sponsoring tables at the same events and at different levels. For example, two (2) departments sponsored a table at the UNIDOS Celebrando Chicano Art Gala for the Riverside Art Museum at different levels, and there are no set guidelines or process for determining the preferred level of departmental event sponsorships.

UNIDOS Celebrando Chicano Art Gala Sponsorships

DEPARTMENT	AMOUNT
Public Utilities	\$1,000
Community & Economic Development	\$5,000
TOTAL	\$6,000

Table Sponsorship Procedure Options

In order to determine if the City Council is still in support of the table sponsorship procedures approved in July 2016, staff is bringing this item back to provide an update on the departments' recent table sponsorship activities and discuss additional options for implementing the table sponsorship procedures moving forward. Each of the options presented has a different level of oversight for approving department requests for table sponsorships and includes a breakdown of the pros and cons for each selection. All options will utilize the Table Sponsorships Calendar for informing Council Members of available seats.

1. **Option 1:** Maintain the City Council's original recommendation from July 2016, which allows departments to continue sponsoring tables at events without having to go through the City's Sponsorship Program based on the departments' determination that the event is relevant to the work they do. The **Pros** of this option is that departments will continue to have the flexibility to determine which events they want to sponsor for name recognition, branding and exposure purposes. The **Cons** of this option is it will allow for multiple departments to continue sponsoring tables at the same events and at different levels, which may not always be necessary.
2. **Option 2:** Align requests for table sponsorships into the same timeline as the biannual Sponsorship Program approval process and require a Council Committee and the full City Council to review and approve requests for table sponsorship from all City departments. The **Pros** of this option is that table sponsorships will be more closely aligned with the overall City Sponsorship Program and will provide the same level of oversight and consistency with all other sponsorship requests. The **Cons** of this option is that it will put table sponsorships onto a biannual approval schedule, which is not an ideal timeline as requests for table sponsorships are frequently received less than six months in advance of the event.
3. **Option 3:** Create a new Table Sponsorship Policy that requires departments to submit all table sponsorship requests to the City Manager, or his designee, for review and approval. Once a table sponsorship request is approved, the City Manager's Office will work the requesting department to identify which staff members will sit at the table and make all remaining seats available to Council Members through the Table Sponsorships Calendar. This option could also include a not to exceed limit or cap on the sponsorship amount. The **Pros** of this option is that it would allow the City Manager to see if multiple departments are requesting to sponsor tables at the same event and determine if more than one table is needed. The **Cons** of this option is that departments will no longer have the flexibility to determine which events to sponsor a table at, as the final decision will be made through the City Manager's Office.
4. **Option 4:** Establish an option consisting of variations from one or more of the options provided above.

Staff is requesting the Governmental Affairs Committee review and provide input on the above options for implementing the table sponsorship procedures, and recommend an option to the City Council for approval. The recommended procedures for implementing table sponsorships will go into effect immediately following City Council's approval of this item.

FISCAL IMPACT:

There is no fiscal impact associated with this report, as the recommended options for implementing table sponsorships are not expected to impact City departments' current sponsorship budgets.

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Approved by: Al Zelinka, AICP, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Department Table Sponsorship Activity
2. Presentation