



## UPDATE ON TABLE SPONSORSHIP PROCEDURES & ACTIVITIES

City Manager's Office

Governmental Affairs Committee

November 29, 2018

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### BACKGROUND

1. City Sponsorship Program created in October 2002 - allows local non-profit organizations to apply for City funds and in-kind services twice each fiscal year;
2. Biannual review and approval process of sponsorship applications requires approximately five months from application deadline to City Council approval; and
3. Total fiscal impact of the Sponsorship Program is less than \$200,000 annually, including monetary and in-kind sponsorship awards.



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## BACKGROUND (CONT.)

4. November 16, 2015 - request from Governmental Affairs Committee to develop procedures for issuing table sponsorships;
5. May 14, 2016 - Governmental Affairs Committee recommended table sponsorship guidelines that allow departments to support events relevant to their work without having to go through the Sponsorship Program approval process;
  - a) Departments are required to include the events and number of seats available on a calendar for City Council to access and reserve seats.
6. July 26, 2018 - City Council approved the recommended table sponsorship guidelines.



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## DISCUSSION

1. In FY 2017/18, City departments sponsored tables at 21 community events totaling \$33,330;
2. In FY 2018/19 (YTD), departments sponsored, or are committed to sponsoring, tables at 15 events totaling \$24,590;

Department	FY 17/18 Expenditures	FY 18/19 Expenditures
City Manager's Office	\$800	None
Community & Economic Development	\$4,500	\$9,000
Fire	None	\$510
Library	\$600	\$600
Police	\$1,875	\$910
Public Utilities	\$23,685	\$11,860
Public Works	\$1,870	\$1,710
<b>Total</b>	<b>\$33,330</b>	<b>\$24,590</b>



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## DISCUSSION (CONT.)

3. Staff recently became aware that an event calendar with a listing of seats available at sponsored tables was never implemented;
4. A shared Table Sponsorships Calendar is now available in Outlook with information on upcoming events and will be accessible for Council Members to reserve available seats at City-sponsored tables; and
5. Multiple departments are continuing to sponsor tables at the same event and at different levels.
  - a) Ex: UNIDOS Celebrando Chicano Art Gala



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## TABLE SPONSORSHIP OPTIONS

1. **Option 1:** Maintain City Council's original recommendation allowing departments to continue sponsoring tables at events relevant to the work they do:
  - a) **Pros** - Departments will continue having the flexibility to determine which events they want to sponsor for name recognition, branding, etc.
  - b) **Cons** - Allows multiple departments to continue sponsoring tables at the same events and at different levels, which may not always be necessary.



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## TABLE SPONSORSHIP OPTIONS

2. **Option 2:** Align requests for table sponsorships with the same timeline as the biannual Sponsorship Program approval process requiring Committee/Council review and approval:
- a) **Pros** - Table sponsorships will be more closely aligned with the overall City Sponsorship Program and provide the same level of oversight and consistency with other sponsorship requests.
  - b) **Cons** - Table sponsorships will be on 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.



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## TABLE SPONSORSHIP OPTIONS

3. **Option 3** - Create new Table Sponsorship Policy requiring departments to submit all table sponsorship requests to the City Manager for review and approval.
- a) **Pros** - Allows 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.
  - b) **Cons** - Departments will no longer have the flexibility to determine which events to sponsor a table at; final decision is made through the City Manager's Office.



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## 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.



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