



City of Arts & Innovation

Development Committee Memorandum

TO: DEVELOPMENT COMMITTEE MEMBERS DATE: NOVEMBER 29, 2018

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARDS: ALL

**SUBJECT: CITY SPONSORSHIP PROGRAM REPORTING PROCESSES AND FISCAL
YEAR 2018/2019 CITY SPONSORSHIP PROGRAM RECOMMENDATIONS,
JANUARY 1 – JUNE 30, 2019, VALUE OF \$116,301**

ISSUES:

Receive, review, provide input on and recommend City Council approval of: 1) City Sponsorship Program processes for reporting to City Council; and 2) staff recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$116,301 for charitable and community events, which are produced by local non-profit organizations for the six-month period of January 1 – June 30, 2019.

RECOMMENDATION:

That the Development Committee:

1. Recommend one City Council Committee to receive and provide input on staff's recommendations for the City Sponsorship Program and forward to the City Council for approval;
2. Recommend City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$116,301 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 fall application process provides support for charitable, community events, and meetings produced from January 1 – June 30, 2019. The application deadline for this funding cycle was July 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.

Currently, the twice-yearly acceptance, review, and approval process related to City Sponsorship application (Attachment 2) requires approximately five months, from the deadline date, through the approval of the full City Council, and the notification of non-profit applicants. Currently, staff reports to the Development, Finance, and Governmental Affairs Committees on

various aspects of the Program.

The Community & Economic Development Department (CEDD), Arts & Cultural Affairs Division (ACAD) administers the Program. Fund availability is as follows:

Budget for City Sponsorships Fiscal Year 2018/2019	Proposed Cash Sponsorships from ACAD Budget for Fall 2018/2019
\$146,160	\$72,150

Table Sponsorships

On July 26, 2016, the City Council approved guidelines for table sponsorships. The Governmental Affairs Committee will review the table sponsorship program on November 29, 2018.

DISCUSSION:

City Sponsorship Program efficiencies may be increased by streamlining some of the reporting processes, as outlined in the City Council Reporting Structure table below which shows the timeline and reporting committees for the program:

Current Reporting Structure

Task/Activity	Date	Staff	Committee: Action	Council: Action
Development Committee Review	11/29/18	CEDD Staff	Development Committee: Twice-yearly review of staff recommendations; Committee recommendations to City Council	Review and approve
City Council Review	12/17/18	CEDD Staff		Council: Review Development Committee recommendations for approval
Report to Finance Committee	TBD – after 7/1/19	CEDD Staff	Finance Committee: Annual review of already-budgeted items	
Report to Governmental Affairs Committee	TBD – after 7/1 (in alternate years)	CEDD Staff	Governmental Affairs Committee: Annual policy review	

Following completion of the first year of the City Sponsorship Program after the City Council's July 26, 2017 approval of the Governmental Affairs Committee's recommendations, staff has evaluated the current Sponsorship Program process with the following findings:

1. The total fiscal impact of the Program is typically less than \$200,000 annually (including monetary and in-kind Sponsorship awards).
2. The monetary and in-kind awards are reviewed and approved within department budgets that are approved through the budget process and by City Council.

City Council Committee Review

When this City Sponsorship Program started, all of the applicants were arts-related non-profit organizations. Since the Arts & Cultural Affairs Division was housed within the then-Development Department, the reporting Council Committee was the Development Committee. Subsequently, the application pool has become much more diverse, and the program now includes a breadth of organizations that might more appropriately fit within the work of the Community Services and Youth Committee.

Sponsorship Program Recommendations – January 1 – June 30, 2019

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-three (43) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events produced from January 1 – June 30, 2019. Staff recommends sponsorship for all forty-three (43) organizations (Attachment 3). 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 Department; and Riverside Public Utilities.

A comparison of the Fall 2017/2018 approved sponsorship values and recommended sponsorship values for Fall 2018/2019 appear below:

Fall 2018/2019, Approved 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	\$23,865	\$117,665

Spring 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
\$72,150	\$14,500	\$86,650	\$29,651	\$116,301

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

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

Comparison Criteria	Spring 2017/2018	Spring 2018/2019
Applications Submitted/Accepted	49/49	43/43
Number of New Applicants	6	3

Number of Applicants NOT Re-applying from Previous Spring Cycle	13	18
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All participating Department Heads concur with the recommendations in this staff report: Fire Chief; Chief of Police; Parks, Recreation and Community Services Director; and Public Utilities Interim General Manager.

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$116,301, with \$86,650 in monetary contributions (\$72,150 from Arts & Cultural Affairs and \$14,500 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$29,651. Sufficient funds are available in the Fiscal Year 2018/2019 Sponsorship Accounts for Arts & Cultural Affairs Division Account No. 2850000-450302 and Riverside Public Utilities Account No. 6020009080-45602206.

Changes to the reporting processes will have no fiscal impact to the General Fund.

Prepared by: David Welch, Interim Community & Economic Development Director
 Certified as to availability of funds: Edward Enriquez, Interim Chief Financial Officer/Treasurer
 Approved by: Rafael Guzman, Assistant City Manager
 Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Sponsorship Program Agreement
2. City Sponsorship Application Form
3. January 1 – June 30, 2019 City Sponsorship Funding Recommendations