



CITY SPONSORSHIP – FALL CYCLE FISCAL YEAR 2018/2019

Community & Economic
Development Department

Development Committee

November 29, 2018

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BACKGROUND

1. 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;
2. Fall application process provides support for charitable community events and meetings produced from January 1 – June 30, 2019;



2

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BACKGROUND (CONT.)

3. Twice-yearly acceptance, review, and approval process related to City Sponsorship application requires approximately five months; and
4. Staff reports to City Council and the following committees:
 - a) Development
 - b) Finance
 - c) Governmental Affairs



3

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PROGRAM GUIDELINES

1. Promote the City of Riverside as a desirable place to live, visit and do business.
2. Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.
3. Enhance the quality of life and well-being of the citizenry.



4

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FUNDING

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); and
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.



5

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CURRENT REPORTING

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	



6

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FALL FUNDING CYCLE

1. 43 organizations are recommended for sponsorship;
2. Focus Areas of Organizations:
 - a) Arts and Humanities
 - b) Community Service
 - c) Culture
 - d) Education
 - e) Health/Fitness/Athletics
 - f) Legal Issues
 - g) Specific Populations (e.g., seniors, children, at-risk youth, differently-abled individuals)



7

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RECOMMENDATIONS

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.



8

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