



## CITY SPONSORSHIP – SPRING CYCLE FISCAL YEAR 2018/2019

Community & Economic  
Development Department

City Council  
January 8, 2019

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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:
  - Development
  - Finance
  - Governmental Affairs



3

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## 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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## SPRING 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 City Council:

1. Select either the Development Committee or the Community Services and Youth Committee to accept City Sponsorship reports and recommend to the City Council for approval;
2. 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 for the time period of January 1, 2019 through June 30, 2019; and
3. Authorize the City Manager or his designee to execute any necessary financial or legal documents with the approved organizations, including making minor, non-substantive changes necessary in order to implement the Sponsorship Program.



8

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