



## UPDATE ON TABLE SPONSORSHIP PROCEDURES & ACTIVITIES

City Manager's Office

City Council  
January 8, 2019

RiversideCA.gov

### 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 approval process of sponsorship applications; five (5) months from application deadline to receive City Council approval;
3. Departments also sponsor tables at events to:
  - a) Show support for an event/organization aligned with their mission;
  - b) Provide community outreach and market department services; and
  - c) Attend events where City staff and/or programs are recognized.

2



RiversideCA.gov

## BACKGROUND (CONT.)

4. November 16, 2015 - Governmental Affairs Committee requested staff to develop procedures for issuing table sponsorships;
5. May 14, 2016 - Governmental Affairs Committee recommended guidelines that allow departments to sponsor tables at events relevant to their work without having to go through the Sponsorship Program process; event information would be shared with the City Council on an event calendar;
6. July 26, 2016 - City Council approved the recommended table sponsorship guidelines.



3

RiversideCA.gov

## DISCUSSION

1. In FY 2017/18, 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>



4

RiversideCA.gov

## DISCUSSION (CONT.)

3. Staff recently became aware that an event calendar listing seats available at sponsored tables was never implemented;
4. A shared Table Sponsorships Calendar has since been created in Outlook with information about upcoming events; calendar will be accessible for Council Members to reserve 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



5

RiversideCA.gov

## TABLE SPONSORSHIP OPTIONS

1. **Option 1:** Maintain City Council's original recommendation allowing departments to commit to 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 community outreach, name recognition, and professional development purposes.
  - b) **Cons** - Allows multiple departments to continue sponsoring tables at the same events and at different levels, which has been a concern in the past.



6

RiversideCA.gov

## 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 since requests for table sponsorships are usually received less than six months in advance of the event.



7

RiversideCA.gov

## TABLE SPONSORSHIP OPTIONS

3. **Option 3** - Direct the City Manager's Office to create a new Table Sponsorship Policy with a not-to-exceed limit on table sponsorship amounts; requires departments submit all requests to the City Manager for approval. Approved sponsorships will be reported back to City Council on an annual basis.
- a) **Pros** - Provides consistency in sponsorship amounts; 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.



8

RiversideCA.gov

## TABLE SPONSORSHIP OPTIONS

4. **Option 4** - Establish an option consisting of variations from one or more of the options provided.



9

RiversideCA.gov

## RECOMMENDATIONS

That the City Council:

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



10

RiversideCA.gov