City Council Memorandum

City of Riverside
City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL   DATE: JANUARY 8, 2019

FROM: CITY MANAGER'S OFFICE   WARDS: ALL

SUBJECT: UPDATE ON TABLE SPONSORSHIP PROCEDURES AND ACTIVITIES FOR FISCAL YEARS 2017/18 AND 2018/19

ISSUE:

Receive an update on table sponsorship activities for Fiscal Year 2017/18 and 2018/19 and provide direction on how to implement table sponsorship procedures moving forward.

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 the table sponsorship procedures moving forward.

COMMITTEE RECOMMENDATION:

On November 29, 2018, the Governmental Affairs Committee met to consider this item with Chair Melendrez and Vice Chair Gardner present. Following discussion, it was moved by Vice Chair Gardner and seconded by Chair Melendrez to: 1) receive and order filed the update on table sponsorship activities for Fiscal Year 2017/18 and 2018/19; 2) recommend the City Council direct staff to tighten spending in this area; and 3) recommend the City Council approve the Table Sponsorships Procedure Option 3, as outlined in the written staff report. The motion carried unanimously.

BACKGROUND:

In October 2002, the City Council created a City Sponsorship Program and adopted a policy to encompass all city departments and support their efforts to formalize and track the amount of giving to the community. The City Sponsorship Program is administered by the Arts and Cultural Affairs Division in the Community and Economic Development Department and provides local non-profit organizations with the opportunity to apply for City Funds and in-kind services twice each fiscal year. Eligible organizations are notified of upcoming opportunities to apply for the City Sponsorship Program through direct communication, via email and at community events. The

biannual review and approval process of sponsorship applications requires approximately five (5) months from the application deadline to receive approval by the City Council. Sponsorship awards are provided in the form of cash, City facilities, staff time, water, and special event permits. The total fiscal impact of the program is typically less than $200,000 annually, including monetary and in-kind sponsorship awards.

In addition to community giving provided through the Sponsorship Program, several departments will also, on occasion, sponsor tables at community events and programs. Department table sponsorships occur for numerous reasons, including: 1) to show support for an organization or event that is aligned with the departments' mission and values; 2) provide community outreach and market the departments' services and programs to a certain audience; and 3) purchase seats to attend an event where City staff and/or programs are being recognized.

On November 16, 2015, a request was made by the Governmental Affairs Committee to develop procedures for issuing table sponsorships. This request was initiated based on concerns that multiple departments were sponsoring tables for the same community events and there were no guidelines for determining when a department should sponsor a table and who from the City should attend the event. At that time, Council Members did not have their own budgets for meetings and events and, if they wanted to attend an event, the Council Members would have to ask departments if there were any empty seats at their tables or purchase an event ticket on their own. This was not an equitable process, since multiple departments were paying for staff to attend these events and the Council Members were not always included in the invitations.

On May 4, 2016, the Governmental Affairs Committee recommended revisions to the City's Sponsorship Program, which included supplemental guidelines for issuing table sponsorships. The guidelines allowed departments to support events relevant to their work, including the purchase of tables at various community events, without having to go through the City's Sponsorship Program process. The guidelines required departments to include these events and the number of seats available at the sponsored tables on an event calendar, which would be updated on a quarterly basis and accessible to Council Members so they could have an opportunity to attend these events based on their availability.

On July 26, 2016, the City Council approved the Sponsorship Program revisions and supplemental guidelines for table sponsorships.

DISCUSSION:

In Fiscal Year (FY) 2017/18, City departments sponsored tables at 21 community events, for a total sponsorship investment of $33,330. In the current FY 2018/19 (year-to-date), departments have sponsored, or are committed to sponsoring, tables at 15 events, for a total sponsorship commitment of approximately $24,590. A detailed listing of these events and table sponsorship amounts is provided in Attachment 1.

Staff recently became aware that the City Council's recommendation to develop an event calendar with a listing of seats available at sponsored tables was never implemented. Following this discovery, staff immediately began working with the Department of Innovation and Technology to create a shared Table Sponsorships Calendar in Outlook that will include information about upcoming events departments' are sponsoring and the number of seats available at each table. This calendar will be accessible to Council Members and allow them to view upcoming events and add their name to the list of attendees when seats are available at a table.

Several other observations regarding table sponsorships have also been made, including that multiple Departments are continuing to sponsor tables at the same events with sponsorship amounts at different levels. For example, two (2) departments sponsored a table at the UNIDOS Celebrando Chicano Art Gala for the Riverside Art Museum at different levels, as indicated in the table below. The guidelines approved by City Council in July 2016 does not include a process for determining the preferred table sponsorship level.

UNIDOS Celebrando Chicano Art Gala Sponsorships

DEPARTMENT	AMOUNT
Public Utilities	$1,000
Community & Economic Development	$5,000
TOTAL	**$6,000**

Table Sponsorship Procedure Options

In order to determine if the City Council is still in support of the approved table sponsorship procedures, staff is bringing this item back before the Council to provide an update on the departments' recent table sponsorship activities and discuss additional options for implementing and monitoring table sponsorships moving forward. Each option has a different level of oversight for evaluating and approving table sponsorship requests and includes a list of the pros and cons for each selection. All options will utilize the Table Sponsorships Calendar to inform Council Members of available seats at events.

1. **Option 1:** Maintain the City Council's original recommendation from July 2016, which allows departments to commit to sponsoring tables at events that are relevant to the work they do without having to go through the City's Sponsorship Program process.
   a. **Pros** – departments will continue to have the flexibility to determine which events they want to sponsor for community outreach, name recognition, and/or professional development purposes.
   b. **Cons** –this option will allow multiple departments to continue sponsoring tables at the same events and at different levels, which has been a concern in the past.

2. **Option 2:** Align requests for table sponsorships into the same timeline as the biannual Sponsorship Program approval process and require a Council Committee and the full City Council to review and approve table sponsorship requests from all City departments.
   a. **Pros** – table sponsorships will be more closely aligned with the overall City Sponsorship Program and have the same level of oversight and consistency as other sponsorship requests.
   b. **Cons** – table sponsorships will be put onto 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.

3. **Option 3:** Direct the City Manager's Office to create a new Table Sponsorship Administrative Policy which includes a not-to-exceed limit on table sponsorship amounts for departments. The policy will require all departments to submit table sponsorship

requests to the City Manager, or his designee, for review and approval. All approved table sponsorships will be reported back to the City Council on an annual basis.

    a. **Pros** – provides consistency in table sponsorship amounts and allows the City Manager to see if multiple departments are requesting to sponsor tables at the same event and determine if more than one sponsorship is needed.

    b. **Cons** – departments will no longer have the flexibility to decide which events to sponsor tables at for community outreach and professional development purposes, since the final decision will be made through the City Manager's Office.

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

The recommended procedures for approving new table sponsorships will go into effect immediately following City Council's approval of this item. Table sponsorship commitments that have already been made by departments for the remainder of the fiscal year will be carried out as planned.

FISCAL IMPACT:

There is no fiscal impact associated with this report, as the recommended options for implementing table sponsorships are not expected to impact City departments' current operating budgets.

Prepared by: Rafael Guzman, Assistant City Manager
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Al Zelinka, AICP, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Concurs with:

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Andy Melendrez, Chair
Governmental Affairs Committee

Attachments:

1. Department Table Sponsorship Activity
2. Presentation