



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: MARCH 12, 2019**
FROM: CITY MANAGER'S OFFICE **WARDS: ALL**
SUBJECT: TABLE SPONSORSHIP POLICY AND PROCEDURES

ISSUE:

Approve a policy that authorizes the City Manager to review and approve department requests for table sponsorships.

RECOMMENDATIONS:

That the City Council approve a policy that authorizes the City Manager to review and approve department requests for table sponsorships.

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. The Sponsorship Program revisions and supplemental guidelines for table sponsorships were approved by the City Council on July 26, 2016.

On January 8, 2019, the City Council received an update on table sponsorships for Fiscal Years 2017-18 and 2018-19 and directed the City Manager's Office to create a new Table Sponsorship Policy that allows the City Manager, or his designee, to review and approve department requests for table sponsorships. During this meeting, additional direction was provided by the Council to include the following provisions in the policy:

1. A not-to-exceed limit on table sponsorship amounts for departments;
2. The Public Works Department shall not use Enterprise Funds for table sponsorships;
3. More than one Department may share sponsorship of the same event, if appropriate;
4. Table sponsorships shall be reviewed by the City Council on the Consent Calendar in advance of the event;
5. The City Manager shall report back to the City Council every six months on sponsorship activities, including the name of the event and who attended; and
6. The City Manager has authority to approve urgent table sponsorship requests in advance of City Council consideration, if needed.

DISCUSSION

Table Sponsorship Policy

The proposed policy provides authority for the City Manager, or his designee, to review and approve department requests for table sponsorships, and authorizes the City Manager to approve urgent requests for table sponsorships that are received less than six months prior to the event without City Council consideration, if needed.

Sponsorship Limitations

The policy limits the total amount of table sponsorships for each department to not exceed \$1,000 per event or \$5,000 cumulative for the fiscal year. The policy also excludes the following Enterprise Funds from being utilized for table sponsorship purposes: Sewer Fund, Wastewater Fund, and Refuse Fund.

Procedures

Departments must submit all requests for table sponsorships to the City Manager's Office at least six months prior to the event, or immediately upon becoming aware of the event, for review and approval. More than one department may sponsor a table at the same event, if appropriate, with prior approval from the City Manager.

Upon City Manager approval of a table sponsorship, the sponsoring department must post the event on a shared table sponsorship calendar so City Council members have the option to attend the event if their schedule permits.

Tracking and Reporting

The City Manager's Office will report back to the Council every six months on table sponsorships that have occurred during the previous six month period, including the name of the event, organization hosting the event, sponsoring department, sponsorship amount, and a list of who attended the events. The City Manager's Office will also report all approved table sponsorships to the City Council on a six month basis for review and consideration.

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

Attachments: Table Sponsorship Policy