



City of Arts & Innovation

Development Committee Memorandum

TO: DEVELOPMENT COMMITTEE MEMBERS **DATE: MAY 23, 2019**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT **WARDS: ALL**

SUBJECT: FISCAL YEAR 2019/2020 CITY SPONSORSHIP PROGRAM, JULY 1 – DECEMBER 31, 2019, VALUE OF \$141,868

ISSUE:

Receive, review, provide input on and recommend City Council approval of staff recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$141,868 for charitable and community events, which are produced by local non-profit organizations for the six-month period of July 1 – December 31, 2019.

RECOMMENDATION:

That the Development Committee:

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of July 1 – December 31, 2019; and
2. Recommend City Council approval of City Sponsorship support in the form of monetary funding and/or in-kind contributions in the amount of \$141,868 for charitable and community events, which are produced by local non-profit organizations.

BACKGROUND:

The 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. The winter application process provides support for charitable, community events and meetings produced from July 1 – December 31, 2019. The application deadline for this funding cycle was January 31, 2019. Individual organizations were notified at community meetings, by direct communication and e-mail notifications. The City Sponsorship Program Agreement, Guidelines, and processes are posted on the City's website.

On January 8, 2019, the City Council designated the City Council Development Committee as the Committee to accept City Sponsorship reports and make recommendations for City Council approval.

The Program is administered by the Community & Economic Development Department; fund availability from the Arts & Cultural Affairs Division Budget is as follows:

Budget for City Sponsorships Fiscal Year 2019/2020	Proposed Cash Sponsorships Fall 2019/2020
\$146,160	\$72,200

DISCUSSION:

The sponsorship applications were evaluated by various City departments, based on each organization's ability to create or enhance its events in the spirit of Seizing Our Destiny, as indicated in the Sponsorship Program Agreement. Other factors that were considered included projected attendance, event/organization history, event budget and City Sponsorship history.

Forty-seven (47) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events produced from July 1 - December 31, 2019, and forty-six (46) organizations are recommended as sponsorship recipients (Attachment 1). A component of the recommendations for sponsorship includes funding from Riverside Public Utilities, which is included in its budget, as well as in-kind sponsorship awards from the Fire Department; Police Department; Parks, Recreation and Community Services Department; and Riverside Public Utilities.

A summary of the recommended sponsorship values for Fall 2019/2020 appears below:

Fall 2019/2020, Recommended Funding

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Total Value of In- Kind Sponsorships	Total Value of Sponsorships
\$72,200	\$27,000	\$99,200	\$42,668	\$141,868

A brief comparison of Fall 2017/2018 and Fall 2018/2019 application numbers appears below:

Comparison of Fall 2018/2019 and Fall 2019/2020 Applicants

Comparison Criteria	Fall 2018/2019	Fall 2019/2020
Applications Submitted/Recommended for Funding	44/43	47/46
Number of New Applicants	5	4
Number of Fall 2017/18 Applicants NOT Applying for Fall 2018/19	9	10

All impacted Department Heads concur with this report including the Fire Chief; Police Chief; Director of Parks, Recreation and Community Services; and the General Manager of Riverside Public Utilities.

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$141,868, with \$99,200 in monetary contributions (\$72,200 from Arts & Cultural Affairs Division of the Community & Economic Development Department and \$27,000 from Riverside Public Utilities), and in-kind

services (including facilities) valued at \$42,668. Sufficient funds are available in the Fiscal Year 2019/2020 Arts & Cultural Affairs Division City Sponsorship Account No. 2850000-450302 and Riverside Public Utilities Account No. 6020009080-45602206.

Prepared by:	David Welch, Community & Economic Development Director
Certified as to availability of funds:	Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by:	Rafael Guzman, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachments:

1. July 1 – December 31, 2019 City Sponsorship Funding Recommendations
2. PowerPoint Summary of Funding Recommendations