



CITY SPONSORSHIP – FALL CYCLE FISCAL YEAR 2019/20

**Community & Economic
Development Department**

Development Committee
May 23, 2019

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BACKGROUND

1. 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.



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BACKGROUND (CONT.)

2. City Council accepted the following recommendation of the Development Committee on January 8, 2019:
 - a) That the City Council approve the City Council Development Committee as the Committee to accept City Sponsorship reports and make recommendations for City Council approval.



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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.



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GUIDELINES (CONT.)

4. Advance the City's commitment to and pride in being a multicultural community.
5. Encourage the development of neighborhood identity and pride.
6. Promote cultural and artistic awareness among the citizenry.



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GUIDELINES (CONT.)

7. The applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501(c) category.
8. The special event, community project or program must support the aforementioned goals and objectives.
9. Funds are not to be used for operational costs.



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HIGHLIGHTS

1. 46 organizations are recommended for sponsorship (4 new applicants).
2. Focus Areas of Organizations:
 - a) Arts and Humanities
 - b) Community Food Access
 - c) Community Service
 - d) Culture
 - e) Food
 - f) Education
 - g) Health/Fitness/Athletics
 - h) Legal Issues
 - i) Specific Populations (e.g., seniors, children, at-risk youth, differently-abled individuals)



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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 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.



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