



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JUNE 18, 2019**

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

SUBJECT: CITY SPONSORSHIP PROGRAM RECOMMENDATIONS, JULY 1 –
DECEMBER 31, 2019, VALUE OF \$141,868

ISSUE:

Approve Fiscal Year 2019/2020 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 during the first sponsorship funding cycle of Fiscal Year 2019/2020, from July 1 – December 31, 2019.

RECOMMENDATIONS:

That the City Council:

1. Approve 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 produced by local non-profit organizations from July 1 – December 31, 2019; and
2. Authorize the City Manager or his designee to execute any necessary financial or legal documents with the approved organizations, including making minor, non-substantive changes necessary to implement the sponsorship program funding.

COMMITTEE RECOMMENDATION:

The Development Committee met on May 23, 2019 with Chair Gardner, Vice Chair Perry and Member MacArthur present, to consider staff recommendations regarding City Sponsorships for events or projects that will take place from July 1 – December 31, 2019. After discussion, the Development Committee voted unanimously to recommend that City Council: 1) Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$141,868 for charitable, community events, which non-profits produce; and 2) Authorize the City Manager or his designee to execute any necessary financial or legal documents with the approved organizations, including making minor, non-substantive changes necessary in order to implement the sponsorship funding program.

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 spring 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 and staff notified organizations at community meetings, by direct communication and via e-mail notifications. The City Sponsorship Program Agreement and Guidelines are posted on the City website.

In November of 2014, the Board of Public Utilities presented its Community Event and Sponsorship Policy, which dictates how to process requests for sponsorship. Specifically, Riverside Public Utilities considers two questions as a filter for proceeding with sponsorship consideration. The questions are: 1) Is there a benefit to the community; and 2) Is there a benefit to the Public Utilities Department? Both questions must be answered in the affirmative. Riverside Public Utilities has evaluated the applications and found that each RPU - sponsored application meets these criteria, as reflected in the attached summary (Attachment 1).

The Community & Economic Development Department, Arts & Cultural Affairs Division (ACAD) administers the Program. Fund availability is as follows:

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

DISCUSSION:

Various City departments evaluated the sponsorship applications, based on each applicant's ability to create or enhance its events in the spirit of Seizing Our Destiny. Departments also considered other factors, including projected attendance, event/organization history, event budget and City Sponsorship history.

Forty-seven 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. Staff recommends sponsorship for 46 organizations (Attachment 2). A component of the recommendations for sponsorship includes funding from Riverside Public Utilities, which is included in the Department's 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 2018/2019 and Fall 2019/2020 application numbers appears below.

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

Comparison Criteria	Fall 2018/2019	Fall 2019/2020
Applications Submitted/Accepted	44/43	47/46
Number of New Applicants	5	4
Applicants from Previous Fall Not Submitting	9	10

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

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$141,868, with \$99,200 in monetary contributions (\$72,200 from Arts and Cultural Affairs 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 (\$72,200) and Riverside Public Utilities Account No. 6020009080-45602206 (\$27,000).

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

Concurs with:



Mike Gardner, Chair
Development Committee

Attachments:

1. Summary of Ratepayer Benefits Related to Riverside Public Utilities' Recommended Sponsorship Awards
2. July 1 - December 31, 2019 City Sponsorship Funding Recommendations