



City of Arts & Innovation

Development Committee Memorandum

TO: DEVELOPMENT COMMITTEE MEMBERS DATE: NOVEMBER 21, 2019

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARDS: ALL
DEPARTMENT

SUBJECT: FISCAL YEAR 2019/2020 CITY SPONSORSHIP PROGRAM, JANUARY 1, 2020 – JUNE 30, 2020; VALUE OF \$156,952 AND CITYWIDE TABLE SPONSORSHIPS FOR MARCH 13, 2019 THROUGH JUNE 30, 2019

ISSUES:

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 \$156,952 for charitable and community events, which are produced by local non-profit organizations for the six-month period of January 1, 2020 – June 30, 2020, and receive and file the Summary of Citywide Table Sponsorships for March 13, 2019 – June 30, 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 January 1, 2020 – June 30, 2020;
2. Recommend that the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$156,952 for charitable and community events, which are produced by local non-profit organizations; and
3. Receive and file the Summary of Citywide Table Sponsorships for March 13, 2019 – June 30, 2019.

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 summer application process provides support for charitable, community events, and meetings produced from January 1, 2020 – June 30, 2020. The application deadline for this funding cycle was July 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, and staff conducted a Sponsorship 101

workshop for applicants in June 2019.

City Council accepted the following recommendation of the Development Committee on January 8, 2019:

1. 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.

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

Arts & Cultural Affairs Budget for City Sponsorships, Fiscal Year 2019/2020	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Spring 2019/2020
\$146,160	\$73,200

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.

Applications were received from 55 local, non-profit organizations for monetary and/or in-kind sponsorship during the current application process for events produced from January 1, 2020 – June 30, 2020, and 54 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 Spring 2019/2020 appears below:

Spring 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
\$73,200	\$13,000	\$86,200	\$70,752	\$156,952

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

Comparison of Spring 2018/19 and Spring 2019/20 Applicants

Comparison Criteria	Spring 2018/2019	Spring 2019/2020
Applications Submitted/Recommended for Funding	47/46	55/54
Number of New Applicants	4	8
Number of Spring 2018/2019 Applicants <u>NOT</u> Applying for Spring 2019/2020	10	6

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

Table Sponsorships

On March 12, 2019, the City Council approved a policy that authorizes the City Manager to review and approve department requests for table sponsorships. The policy was implemented immediately with a process and tracking. Included in this report is the first reporting cycle for table sponsorships from March 13, 2019 through June 30, 2019 (Attachment 3). Seven (7) events received a combined total of \$6,950 in table sponsorships for the reporting cycle.

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$156,952, with \$86,200 in monetary contributions (\$73,200 from Arts & Cultural Affairs Division of the Community & Economic Development Department and \$13,000 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$70,752. 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. Citywide table sponsorship expenditures for the first reporting cycle (March 13, 2019 through June 30, 2019) totaled \$6,950.

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

Attachments:

1. January 1, 2020 – June 30, 2020 City Sponsorship Funding Recommendations
2. Presentation - Summary of Funding Recommendations
3. Summary of Citywide Table Sponsorships March 13, 2019 – June 30, 2019