

# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 17, 2019**

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

**SUBJECT: FISCAL YEAR 2019/2020 CITY SPONSORSHIP PROGRAM, JANUARY 1 –**  
**JUNE 30, 2020; VALUE OF \$170,213; AND TABLE SPONSORSHIPS FOR**  
**MARCH THROUGH JUNE 2019**

**ISSUE:**

Approve Fiscal Year 2019/2020 City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$170,213 for charitable and community events, which are produced by local non-profit organizations during the second sponsorship funding cycle of Fiscal Year 2019/2020, from January 1 – June 30, 2020; and receive an update on table sponsorships for March through June 2019.

**RECOMMENDATIONS:**

That the City Council:

1. Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$170,213 for charitable and community events, which are produced by local non-profit organizations; 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; and
3. Receive and file the Summary of Table Sponsorships for March June 2019.

**COMMITTEE RECOMMENDATIONS:**

The Development Committee met on November 21, 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 January 1 – June 30, 2020. 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 \$170,213 for charitable, community events, which non-profits produce;

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; and
3. Receive and file the Summary of Table Sponsorships for March 13 – 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 – 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 Community & Economic Development Department, Arts & Cultural Affairs Division (ACAD) administers the Program. Fund availability 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	\$79,900

**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.

Sixty local, non-profit organizations have applied for monetary and/or in-kind sponsorships during the current application process for events produced from January 1 – June 30, 2020, and 59 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
\$79,900	\$14,500	<b>\$94,400</b>	\$75,813	<b>\$170,213</b>

A brief comparison of Spring 2018/2019 and Spring 2019/2020 application numbers appears below.

**Comparison of Spring 2018/2019 and Spring 2019/2020 Applicants**

Comparison Criteria	Spring 2018/2019	Spring 2019/2020
Applications Submitted/Accepted	47/46	60/59
Number of New Applicants	4	8
Number of Spring 2018/2019 Applicants NOT Applying for Spring 2019/2020	10	6

All participating 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**

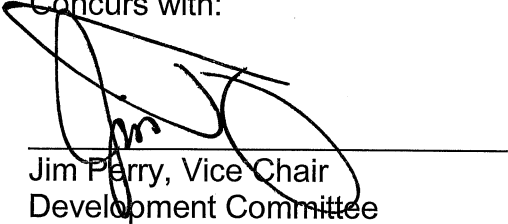
On March 12, 2019, the City Council approved a policy that authorizes the City Manager to review and approve department requests for table sponsorships. The policy was implemented immediately with a process and tracking required. Included in this report is the first reporting cycle for table sponsorships from March 13, 2019 through June 30, 2019 (Attachment 2). Seven 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 \$170,213, with \$94,400 in monetary contributions (\$79,900 from Arts & Cultural Affairs Division of the Community & Economic Development Department and \$14,500 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$75,813. 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. Table sponsorships 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/City Treasurer  
 Approved by: Rafael Guzman, Assistant City Manager  
 Approved as to form: Gary G. Geuss, City Attorney

Concurs with:



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Jim Perry, Vice Chair  
Development Committee

Attachments:

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