

## **CORPORATE PARTNERSHIP PROGRAM**

**City Manager's Office**

City Council  
May 5, 2020

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## **BACKGROUND**

1. Riverside is the 12<sup>th</sup> largest city in California:
  - a) Over 325,000 residents; and
  - b) Tens of thousands of visitors who work, play and go to school.
2. City owns and operates thousands of assets with marketing potential to generate additional revenue for vital programs and services; and
3. Cities are facing significant fiscal challenges and new sources of revenue are needed now more than ever.



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## BACKGROUND

### 4. Municipal Marketing / Corporate Partnerships:

- a) Mutually beneficial business arrangements between cities and third-party organizations;
- b) Provide cash and/or in-kind goods or services in exchange for access to a City's marketing potential;
- c) Cities across the country have raised millions of dollars by leveraging their assets; and
- d) Revenues raised are diverted back to city services, programs, events and opportunities.



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## BACKGROUND

### 5. City of San Diego:

- a) Toyota Motor Sales: "Official Vehicle of the San Diego Lifeguards;" \$1.1 million value
- b) Canteen San Diego: "Official Beverage & Snack Vending Partner of the City of San Diego;" \$1.2 million value
- c) Sharp HealthCare: "Official Health and Wellness Partner of the City of San Diego;" \$750,000 value



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## BACKGROUND

### 6. City of Chicago:

- a) Blue Cross Blue Shield of Illinois: "Official System Sponsor" of bike share program; \$12.6 million value over 5-year term
- b) Vector Media South – rights to sell, place and maintain ads on Big Belly solar trash compacting kiosks; city receives 50% of revenue



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## BACKGROUND

### 7. City of Huntington Beach:

- a) Coca Cola Bottling Company: "Official Soft Drink of Huntington Beach;" \$600,000 annual value;
- b) Toyota Motor Sales: "Official Marine Safety Vehicle of Huntington Beach;" 19 vehicles sponsored.



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## DISCUSSION

1. Inter-departmental Working Group formed in Spring 2019 to develop guidelines and a plan for implementing new revenue generation opportunities;
2. Working Group focused on the following areas:
  - a) Create inventory of City Assets
  - b) Develop policy guidelines
  - c) Draft Scope of Work for implementation



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## DISCUSSION

3. Asset Inventory:
  - a) Inventory of public-facing city assets with marketing potential;
  - b) Over 180,000 assets identified in the following categories:
    - i. Buildings/Facilities
    - ii. Events/Programs
    - iii. Fleet
    - iv. Marketing
    - v. Objects
    - vi. Places/Spaces



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## BUILDINGS & FACILITIES

Convention Center



Libraries



Airport



Parks



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## EVENTS & PROGRAMS

Festival of Lights



Aquatics Program



Summer Reading Program



Mariachi Festival



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FLEET

Refuse Trucks



Street Sweepers



Busses



City Vehicles





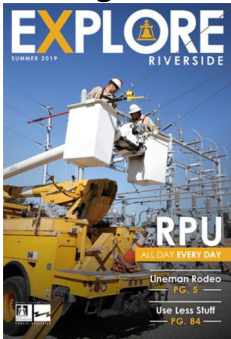
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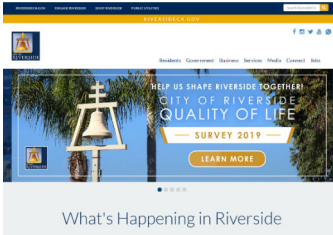
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MARKETING


Explore Riverside Magazine




City Website




Social Media



Riverside TV





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## OBJECTS

Trash  
Receptacles



Storm Drains



Utility Bills

A screenshot of a utility bill from the City of Riverside. The bill includes sections for Account Info, Water Charge, Electric Charge, City Services, and a Total Bill. The total bill amount is \$1,111.11.

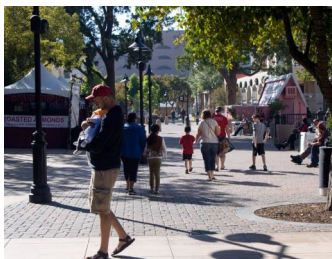

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## PLACES/SPACES

Main Street  
Pedestrian Mall



One Stop Shop



Parking  
Structures



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## DISCUSSION

### 4. Policy Guidelines:

- a) Goal is to generate most revenue with the smallest impact on City brand and visual integrity;
- b) Best practices from other cities with successful programs identified;
- c) Includes restrictions on certain industries and product types:
  - a) Exceptions can be made when deemed appropriate; requires City Council approval;
- d) Agreements subject to the following approval authority:



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## DISCUSSION

Corporate Partnership Value	Approval Authority
Less than \$50,000	Department Director and Assistant City Manager
\$50,000 - \$100,0000	Department Director, Assistant City Manager and City Manager
\$100,000 - \$250,000	City Manager, Mayor and Mayor Pro-Tempore
Over \$250,000	City Council



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## DISCUSSION

### 4. Policy Guidelines (cont.):

- a) Revenue generated will be used as follows:
  - i. To carry out any marketing benefits identified in partnership agreement;
  - ii. Remaining revenues will be used to support direct costs associated with the even/program being sponsored;
- b) Department Director will have authority to **allocate** revenues in accordance with the terms of the agreement;
- c) All revenues received and expended will be reported to City Council annually.



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## DISCUSSION

### 5. Scope of Services:

- a) Phase I – Asset inventory and valuation:
  - i. Develop valuations for each asset identified based on comparable market data.
- b) Phase II – Program Implementation:
  - i. Develop implementation plan with asset ranking, database of prospective sponsors, and sample benefit packages.
- c) Phase III – Transition Plan:
  - i. Create detailed transition plan to assume internal implementation of program once consultant's scope of services is completed.



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## DISCUSSION

### 6. Next Steps:

- a) June 2020 – Prepare and release RFP for marketing consultant services;
- b) June/July 2020 – Naming Rights to City Council for review and approval;
- c) August 2020 – Amend Purchasing Resolution.



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## RECOMMENDATIONS

That the City Council:

1. Receive a report on opportunities to generate new City revenues through corporate partnerships with third party organizations;
2. Approve the Corporate Partnership Policy with guidelines and processes for entering into corporate partnership agreements;
3. Approved the attached inventory of assets for further consideration of marketing value and potential; and
4. Direct staff to release a Request for Proposals with the attached Scope of Services for a Marketing Consultant to assist with the development and implementation of a Corporate Partnership Program.



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