



City of Arts & Innovation

Economic Development, Placemaking and Branding/Marketing Committee

TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE MEMBERS **DATE: AUGUST 20, 2020**

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

SUBJECT: FISCAL YEAR 2020/2021 CITY SPONSORSHIP PROGRAM, JULY 1, 2020 – DECEMBER 31, 2020 - VALUE OF \$108,422

ISSUE:

Recommend that City Council approve staff recommendations for City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$108,422 for charitable and community events, which are produced by local non-profit organizations for the six-month period of July 1, 2020 – December 31, 2020.

RECOMMENDATIONS:

That the Economic Development, Placemaking and Branding/Marketing Committee recommend that City Council approve staff's recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions for charitable and community events produced by local non-profit organizations in the amount of \$108,422 for the six-month period of July 1, 2020 – December 31, 2020.

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 winter application process provides support for charitable, community events, and meetings produced from July 1, 2020 – December 31, 2020. The application deadline for this funding cycle was January 31, 2020. 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.

The Program is administered by the Community & Economic Development Department; funding is available in the Arts & Cultural Affairs Division Budget as follows:

Arts & Cultural Affairs Budget for City Sponsorships, Fiscal Year 2020/2021	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Fall 2020/2021
\$135,545	\$64,250

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. Other factors that were considered included projected attendance, event/organization history, event budget and City Sponsorship history.

Forty-one local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events produced from July 1, 2020 - December 31, 2020, and 28 organizations are recommended as sponsorship recipients (Attachment 1). A component of the recommendations for sponsorship includes funding and in-kind sponsorships from Riverside Public Utilities, which is included in their budget, as well as additional in-kind sponsorships from the Fire Department, Police Department, and the Parks, Recreation and Community Services Department.

A summary of the recommended sponsorship values for Fall 2020/2021 are identified below:

Fall 2020/2021, Recommended Funding

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (Public Utilities)	Total Cash Sponsorships	Total Value of In-Kind Sponsorships	Total Value of Sponsorships
\$64,250	\$10,800	\$75,050	\$33,372	\$108,422

Below is a brief comparison of Fall 2019/20 and Fall 2020/21 application numbers:

Comparison of Fall 2019/20 and Fall 2020/21 Applicants

Comparison Criteria	Fall 2019/2020	Fall 2020/2021
Applications Submitted/Recommended for Funding	47/46	41/28*
Number of New Applicants	4	3

**Due to the COVID-19 pandemic, several organizations have cancelled their events prior to submittal of this staff report and/or were unsure of their ability to have in-person events and therefore were not recommended for funding by various City departments.*

In the process of budget planning for the upcoming fiscal year, the COVID-19 pandemic has impacted the programming for some events with the uncertainty of when large gatherings will be allowed by the State of California. There is also the possibility of a second wave of COVID-19 illness that health professionals are directing organizations to prepare for this Fall/Winter. Staff will monitor and be in communication with organizers during this uncertain time of this global pandemic. Funding is dispersed prior to the event so that organizers may use monies to prepare for the event. If the event is cancelled due to COVID-19, staff will work with

organizers and appropriate departments to refund the monies to the City. Staff currently has systems in place for refunds of events or programs that do not take place due to COVID-19.

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

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$108,422, with \$75,050 in monetary contributions (\$64,250 from Arts & Cultural Affairs Division of the Community & Economic Development Department and \$10,800 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$33,372. Sufficient funds are available in the Fiscal Year 2020/21 Arts & Cultural Affairs Division City Sponsorship Account No. 2850000-450302 and Riverside Public Utilities Account No. 6020009080-45602206.

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

Attachments:

1. July 1, 2020 – December 31, 2020 City Sponsorship Funding Recommendations
2. Presentation