

IVERSID

CITY SPONSORSHIP PROGRAM – FALL CYCLE FISCAL YEAR 2020/2021

Community & Economic Development Department

Economic Development, Placemaking and Branding/Marketing Committee August 20, 2020

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BACKGROUND

- 1. The City Sponsorship Program (Program) provides local nonprofit organizations with the opportunity to apply for City Funds and/or in-kind services twice each fiscal year:
 - a) The summer application process provides support for charitable, community events, and meetings produced from July 1, 2020 – December 31, 2020;
 - b) The application deadline for this funding cycle was January 31, 2020;
 - c) Individual organizations were notified at community meetings,
 by direct communication and e-mail notifications;

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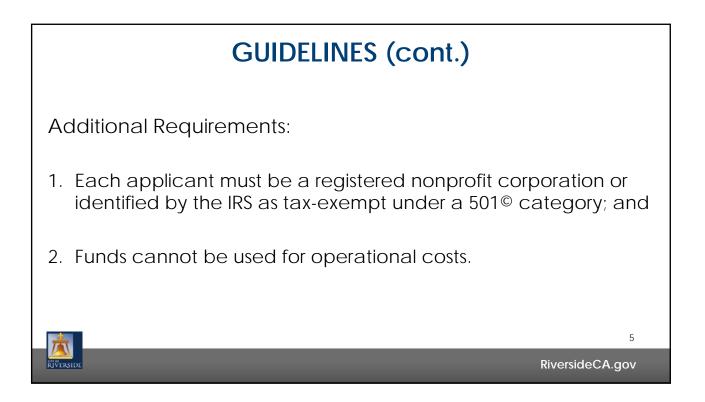


GUIDELINES/REQUIREMENTS FOR CITY SPONSORSHIP-FUNDED PROJECTS

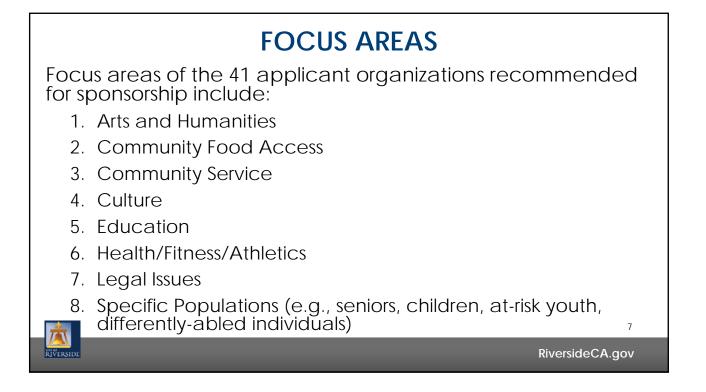
Projects or events must support the following goals:

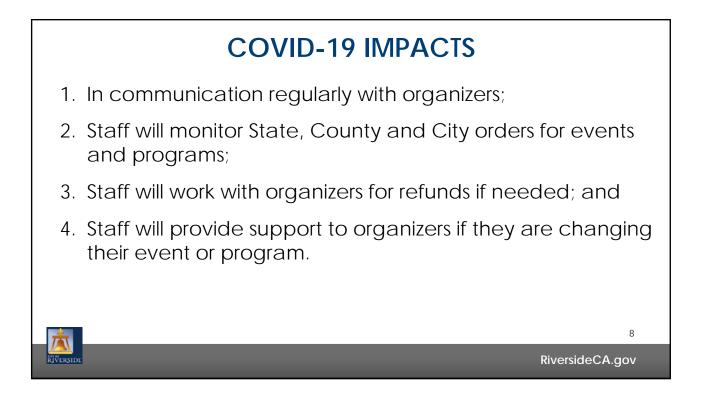
- 1. Promote the City as a desirable place to live, visit and do business;
- 2. Promote the City as a visitor destination and/or bring tourismassociated revenue to the City;
- 3. Enhance the quality of life and well-being of the citizenry;
- 4. Advance the City's commitment to and pride in being a multicultural community;
- 5. Encourage the development of neighborhood identity and pride; and
- <u>6.</u> Promote cultural and artistic awareness among the citizenry.

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RECOMMENDATIONS

That the Economic Development, Placemaking and Branding / Marketing Committee recommend that City Council approve staff 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.



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