



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 non-profit 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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BACKGROUND – (cont.)

2. On March 12, 2019, 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.
 - a) No table sponsorships were provided for July 1 – December 31, 2019



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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 tourism-associated 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
6. Promote cultural and artistic awareness among the citizenry.



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GUIDELINES (cont.)

Additional Requirements:

1. Each applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501© category; and
2. Funds cannot be used for operational costs.



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HIGHLIGHTS – PAST PROJECTS



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FOCUS AREAS

Focus areas of the 41 applicant organizations recommended for sponsorship include:

1. Arts and Humanities
2. Community Food Access
3. Community Service
4. Culture
5. Education
6. Health/Fitness/Athletics
7. Legal Issues
8. Specific Populations (e.g., seniors, children, at-risk youth, differently-abled individuals)



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COVID-19 IMPACTS

1. In communication regularly with organizers;
2. Staff will monitor State, County and City orders for events and programs;
3. Staff will work with organizers for refunds if needed; and
4. Staff will provide support to organizers if they are changing their event or program.



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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.

