



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: AUGUST 18, 2020

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARD: 5

SUBJECT: DONATION AND NAMING RIGHTS AGREEMENTS FOR THE YOUTH INNOVATION CENTER AT ARLINGTON PARK: \$1,000,000 BOURNS FOUNDATION DONATION AND NAMING RIGHTS AGREEMENT; \$50,000 MAC ARTHUR FAMILY DONATION AND NAMING RIGHTS AGREEMENT; AND \$50,000 ENOCH AND WINDY HWANG DONATION AND NAMING RIGHTS AGREEMENT

ISSUE:

Approve three Donation and Naming Rights Agreements for the Youth Innovation Center at Arlington Park with the Bourns Foundation in the amount of \$1,000,000, the Mac Arthur Family in the amount of \$50,000 and Enoch and Windy Hwang in the amount of \$50,000.

RECOMMENDATIONS:

That the City Council:

1. Approve the Donation and Naming Rights Agreement in the amount of \$1,000,000 with Bourns Foundation, for naming rights to the Youth Innovation Center at Arlington Park to read as the "Bourns Family Youth Innovation Center";
2. Approve the Donation and Naming Rights Agreement in the amount of \$50,000 with Chris Mac Arthur, Linda Mac Arthur Ebie, and Laurie Mac Arthur Cook, for naming rights to the Youth Innovation Center Classroom to be named the "M. Hebbard and Shirley M. Mac Arthur Founder's Classroom";
3. Approve the Donation and Naming Rights Agreement in the amount of \$50,000 with Enoch and Windy Hwang, for naming rights to the Youth Innovation Center Computer Lab to be named the "Enoch and Windy Computer Innovation Lab";
4. Authorize the City Manager, or his designee, to execute all necessary documents and approve future addendums to the agreements.

BACKGROUND:

On December 16, 2014, City Council directed staff to re-design existing plans for a childcare center to serve as a Youth Innovation Center (YIC) and allocate funding for the design phase. Staff held off on bidding the project until January 29, 2018 so funds would be available for operating the facility once constructed.

On July 30, 2018, Act 1 construction issued a notice to proceed with constructing the approximately 9,000 square foot Youth Innovation Center at Arlington Park. The Youth Innovation Center would extend services to provide new opportunities for future generations in workforce development, STEM-related fields, and more.

Parks, Recreation and Community Services Department (PRCSD) Staff proceeded to develop a sponsorship campaign in partnership with the RCSF to assist with program and equipment funding needs. The goal would be to raise \$2 million in monetary donations. Contributions will be deposited into a RCSF restricted endowment fund for ongoing operations of the facility and provide scholarships to future participants. All proceeds will be collected and monitored by the Riverside Community Services Foundation (RCSF).

The RCSF raises and manages funds to assist the City in improving recreational and community services to the citizens of Riverside. The support, promotion, and advancement of these services by the Foundation are in addition to existing City conducted programs. RCSF serves all segments of the community, including youth, families, and senior citizens. The RCSF is a 501(c)(3) tax-exempt status. All donations of money, land, and securities received by the Riverside Community Services Foundation are tax-deductible.

DISCUSSION:

The campaign goal is to raise \$2 million or more for an endowment to provide services, programs, and opportunities at the Youth Innovation Center for City residents at low or no cost. To reach the \$2 million goal, RCSF and PRCSD jointly created new opportunities to link a donor's name with the new facility. Naming rights opportunities range from the entire facility to individual rooms such as the sound and film studios, classrooms, lounge, courtyard, etc. All sponsorship opportunities were introduced at the inaugural Innovators Gala, held on October 30, 2019.

Since the gala, RCSF has received a commitment of \$1,160,000.

Commitments have come in the form of naming rights for three of the center's spaces, including the facility itself, sponsorship tiers, and donations. The generous donations from sponsors greatly contributes to fulfilling the Youth Innovation Center's mission. The mission of the Youth Innovation Center is to provide STEM-related opportunities to Riverside's youth by introducing them to professionals and services that will promote enhanced technology-based learning to increase their likelihood of life-long success.

To date, PRCSD has received commitments from:

<u>Donor</u>	<u>Amount</u>	<u>Facility/Room</u>
Gordon Bourns	\$1,000,000	Youth Innovation Center building
Mac Arthur Family	\$50,000	Classroom

Enoch and Windy Hwang

\$50,000

Computer Lab

The Bourns Foundation has requested that the City agree to name and identify the facility as the “Bourns Family Youth Innovation Center”, in recognition of their desire to support the RCSF and Youth Innovation Center with a \$1 million grant. The contribution will be made to the RCSF in support of the Youth Innovation Center’s STEM programming, which includes guest speakers, technology-based camps, scholarships, etc.

The Mac Arthur Family committed to support the RCSF and Youth Innovation Center through a \$50,000 donation in exchange for naming of the formal classroom as the “M. Hebbard and Shirley M. Mac Arthur Founder’s Classroom.” Their contribution will be made to the RCSF in support of providing hands-on instruction and events utilizing computer and technology, coding, game design, web design, and robotics. The goal is to teach participants programming skills and prepare them for a career in the growing technology industry.

In March 2020, Professor Enoch Hwang and his wife Windy committed to donating \$25,000 in monetary dollars and \$25,000 in in-kind services to the Youth Innovation Center’s computer programs. In addition to the monetary donation, Professor Enoch will host seven weeklong robotics camps at the Youth Innovation Center. The total grant will be made to the RCSF in support of the Youth Innovation Center in exchange for naming the computer lab as the “Enoch and Windy Computer Innovation Lab.”

The RCSF, with PRCSO support, will continue to do outreach and recruit additional partners and monetary supporters to reach the \$2 million goal. The center is scheduled to open Spring 2021, pending the Governor’s orders regarding COVID restrictions.

FISCAL IMPACT:

The \$1,075,000 in donation revenues will be deposited into a RCSF restricted endowment fund for ongoing operations of the facility and provide scholarships to future participants.

Prepared by:
Certified as to availability
of funds:
Approved by:
Approved as to form:

Adolfo Cruz, Parks, Recreation and Community Services Director
Edward Enriquez, Chief Financial Officer/Treasurer
Rafael Guzman, Assistant City Manager
Gary G. Geuss, City Attorney