



City of Arts & Innovation

Economic Development, Placemaking and Branding/Marketing Committee

TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE MEMBERS **DATE: FEBRUARY 18, 2021**

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

SUBJECT: FISCAL YEAR 2020/2021 CITY SPONSORSHIP PROGRAM, JANUARY 1, 2021 – JUNE 30, 2021, VALUE OF \$110,356

ISSUE:

Receive, review, provide input on and recommend City Council approval of staff recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$110,356 for charitable and community events, which are produced by local non-profit organizations for the six-month period of January 1, 2021 – June 30, 2021.

RECOMMENDATIONS:

That the Economic Development, Placemaking and Branding/Marketing Committee:

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of January 1, 2021 – June 30, 2021; and
2. Recommend City Council approve city sponsorship support in the form of monetary funding and/or in-kind contributions of \$110,356 for charitable and community events, which are produced by local non-profit organizations as shown in Attachment 2.

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. Typically, the July 31 deadline covers applications for charitable and community events and meetings for the following January 1 – June 30 funding cycle. Due to the COVID-19 pandemic and the inability to predict when events could safely resume, there were no regular applications accepted for the July 31 deadline. In late October 2020, staff notified applicants from the January – June cycle during the past two years that there would be an expedited round of applications for January 1, 2021 – June 30, 2021, with a deadline of November 23, 2020.

Individual organizations were notified of the process in late October 2020 via e-mail notifications and phone calls. In addition to following the regular guidelines, recipients will be required to adapt their events to align with prevailing COVID-19 restrictions. Some of the events are not readily adaptable to those restrictions, and those event organizers understand that they will not receive funding, even if approved for sponsorship, unless there is a clear indication that restrictions will be lifted in time for production of their events. The City Sponsorship Program Agreement, Guidelines, and processes are posted on the City's website and included as Attachment 1 to this report.

The Program is administered by the Community & Economic Development Department and fund availability from the Arts & Cultural Affairs Division budget is as follows:

Arts & Cultural Affairs Budget for City Sponsorships, Fiscal Year 2020/2021	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Spring 2020/2021
\$135,545	\$68,525

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, as indicated in the Sponsorship Program Agreement (Attachment 1). Other factors that were considered included projected attendance (virtual or live, as appropriate), event/organization history, event budget and City Sponsorship history.

Thirty (30) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events to be produced from January 1, 2021 – June 30, 2021, and 30 organizations are recommended as sponsorship recipients (Attachment 2). A component of the recommendations for sponsorship includes funding from Riverside Public Utilities (RPU), which is included in their budget, as well as in-kind sponsorship awards from the Fire Department; Police Department; Parks, Recreation and Community Services Department (PRCSD); and Riverside Public Utilities. For this expedited round of funding, PRCSD has declined to approve its typical in-kind (facilities and equipment) sponsorship, as the Department currently is not able to accept any reservations due to the COVID-19 restrictions.

A summary of the recommended sponsorship values for Spring 2020/2021 appears below:

Spring 2020/2021, Recommended Funding

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (RPU)	Total Cash Sponsorships	Total Value of In-Kind Sponsorships	Total Value of Sponsorship SP 2020-2021
\$68,525	\$4,900	\$73,425	\$36,931	\$110,356

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

FISCAL IMPACT:

City Sponsorship recommendations represent a total investment of \$110,356, with \$73,425 in monetary contributions (\$68,525 from Arts & Cultural Affairs Division of the Community & Economic Development Department and \$4,900 from Riverside Public Utilities), and in-kind services (including facilities) valued at \$36,931. 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:	Kristi J. Smith, Interim City Attorney

Attachments:

1. Program Agreement/Guidelines
2. Staff Funding Recommendations for Spring 2020-2021
3. PowerPoint Presentation for Summary of Funding Recommendations