



## CITY SPONSORSHIP – SPRING CYCLE FISCAL YEAR 2020/2021

### Community & Economic Development

Economic Development, Placemaking and Branding/  
Marketing Committee

February 18, 2021

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## 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:

1. The summer application process (July 31 deadline) provides support for charitable, community events, and meetings produced from January 1 – June 30.
2. This year's application cycle was compressed due to COVID-19 and experienced applicants from the two previous funding cycles were notified directly regarding the "Express Sponsorship" application.



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## GUIDELINES/REQUIREMENTS FOR CITY SPONSORSHIP-FUNDED PROJECTS

Project or event must support the following goals:

1. Promote the City of Riverside as a desirable place to live, visit and do business;
2. Promote the City of Riverside 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;



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## GUIDELINES/REQUIREMENTS FOR CITY SPONSORSHIP-FUNDED PROJECTS (cont.)

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(c) category.
2. Funds are not to be used for operational costs.
3. For this unique “express” round of funding, applicants were asked to create alternative plans in the case of COVID-19 restrictions because some events do not lend themselves to virtual production. 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.



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### FEATURED FROM LAST YEAR'S SPRING ROUND OF FUNDING: Inlandia Institute's SCIPP Program at Adams Elementary School



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## FOCUS AREAS

The focus areas of the applicant organizations recommended for sponsorship:

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



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## RECOMMENDATIONS

That the Economic Development, Placemaking and Marketing/Branding 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 that the 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 the spreadsheet on Attachment 2.



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