City of Riverside Sponsorship Program
Staff Recommendations for SPRING 2020-2021

Annual Arts and Cultural Affairs Budget, FY 2020-21	**135,545**
Recommended ACAD Cash Sponsorship, SP 2020-21	**68,525**
Recommended RPU Cash Sponsorship, SP 2021	**4,900**
Recommended Facilities/In-Kind Sponsorship, SP 2020-21	**36,931**
Total Recommended Sponsorship, SP 2020-21	**110,356**

Organization/Project	Date	Projected Attendance	Project Budget	Council Ward #	Cash Req. SP 20-21	Value of Cash Recommendation ACAD *	Value of Cash Recommendation RPU*	In-Kind Req. SP 20-21	Staff Recommendations (In-Kind) SP 20-21	Facilities Req.	Staff Recommendations (Facilities) SP 20-21	Value of In-Kind + Facilities Recommendations	Total Value of Recommended Sponsorship
Category 1: Projects With Significant Outreach Component						**PLEASE NOTE THAT THIS REPORT TYPICALLY INCLUDES PREVIOUS YEAR COMPARISONS. BECAUSE OF THE NUMBER OF COVID-19-RELATED CANCELLATIONS LAST YEAR, THAT COMPARISON IS NOT INCLUDED.**					**ALL PRCSD REQUESTS DENIED DUE TO COVID-19 RESTRICTIONS**		
Arlington Business Partnership Winter Wonderland/ Chili Cook-Off	WW: 1/9 CCO: 5/22 Note: WW Event will likely be re-scheduled as a spring event.	WW: 8,000 CCO: 35,000	36,650/ 35,000	5	15,000/ 25,000	5,000/10,000	0/1,000	Both: Booth/Vehicle (RPU, 311, RPD, RFD, Public Works)	RPD Officers ($7,300, Chili Cook-0ff only) and Booth (CSB) - contact jpauli@riversideca.gov; RFD - approved for truck participation contingent upon COVID-19 restrictions (group must submit request on RFD website at least 30 days prior to event) - contact pstachelski@riversideca .gov; Booth (RPU)	Both: Arlington Park, Mobile Stage, Game Booths CCO: BBQ/Propane, Street Barricades/Water, (2) flatbeds		8,089	24,089
Big Brothers/Big Sisters IE Mental Health Matters	5/1 - 5/31	300	5,000	All	1,000	1,000	0	City of Riverside Stickers	NA	NA		0	1,000
Boy Scouts of America Mt. Rubidoux Trail Clean-Up for Easter Vigil	4/4	200-400	2,002	1	1,000	500	0	NA	NA	Access to the trail		0	500
Empower You Edutainment Empower You Film Festival (New)	Mar - May	300	6,350	All	3,175	3,000	0	NA	NA	NA		0	3,000
GLOCAL Outreach Easter Sunrise Service	4/4	2,000	3,000	1	0	0	0	SEP/Banner Fees, Porta-Potties	SEP/Benner permit fees	Sound Equipment, PRCSD Van		125	125
Janet Goeske Foundation Black History Program	Feb	100	1,500	3	1,000	250	0	NA	NA	NA		0	250
Janet Goeske Foundation Cinco de Mayo	5/3 - 5/7	120	3,560	3	750	700	0	NA	NA	NA		0	700
Janet Goeske Foundation Senior Conference	5/12	100	2,000	3	1,000	0	400	NA	Virtual RPD Meds Disposal Presentation - contact dgranillo@riversideca.gov	NA		0	400

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Inland Empire Latino Lawyers Assn. Expungement Program	Jan- June	150	37,100	2	5,000	3,500	0	NA	NA	Cesar Chavez and Arlanza Community Rms.		0	3,500
Inlandia Institute Riverside Women Creating Change	Jan - June	100	5,000	All	1,274	1,000	0	NA	NA	NA		0	1,000
Junior League of Riverside Truck-A-Palooza	4/3	1,000	2,500	Virtual	1,000	0	500	NA	NA	RPU Truck for Video		0	500
Keep Riverside Clean and Beautiful 2021 Great American Clean-Up	1/0	Unknown	10,370	All	0	0	0	SEP fee	SEP fee	City Hall Breezeway		75	75
LULAC of Riverside County Riverside Health Fair	May-June	1,200	19,500	TBD	4,500	2,500	1,000	SEP fee, Bags, RPD, Marketing Assistance	SEP fee; RPD Explorers (through RPD's online application); Bags (500)	NA		560	4,060
Riverside Arts Academy RAAMP Summer Music Camp	6/1-6/30	150	14,000	2	7,000	2,800	0	NA	NA	PRCSD for instrument pick-up		0	2,800
Riverside County NAACP Youth Council Breaking Bread	2/18-4/31	500	7,844	Virtual	2,000	1,575	0	NA	NA	NA		0	1,575
Riverside County Philharmonic Music in the Pandemic	2/1 - 3/1	500	5,000	Varied	10,000	1,000	0	City promo on social media	NA	NA		0	1,000
Riverside East Rotary Show n' Go	4/30 - 5/1	20,000	65,000	1	0	0	0	SEP/Banner permit fees, Police Services	SEP/Banner permit fees; RPD Services ($8,000) - contact pcastillo@riversideca.gov	NA		8,125	8,125
Riverside Garden Council Roaming Seed Library	3/10 -6/30	2,500	2,202	Varied	1,000	500	0	Bags (1,000)	Bags (400)	NA		388	888
Riverside Juneteenth Celebration Foundation, Inc. 21st Annual Juneteenth Celebration	6/5	1,500	16,650	2	4,000	3,000	0	SEP/Banner permit fees, Bags (400), Police Services, Booth (RFD, RPD)	SEP permit fees; Booth (RPD, East NPC) - contact Lhalley@Riversideca.gov; RFD - approved for truck participation contingent upon COVID-19 restrictions (group must submit request on RFD website at least 30 days prior to event)	NA		914	3,914
Riverside Latino Network Student Leadership Conference	4/3	200	11,000	1	2,750	2,200	0	NA	NA	NA		0	2,200

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Villegas Park Advisory Committee Cinco de Mayo Fiesta & Parade	5/2 - 5/3	300	18,000	4	7,000	2,500	1,000	SEP/Banner permit fees, Bags (200), Police Services (Officers and Explorers) Booth/Vehicle (RFD, RPD)	SEP/Banner permit fees; Bags (200); RPD Officers ($7,300 - contact Pcastillo@riversideca.gov), Booth (contact LMonteleone@riversideca.gov), and Explorers (through RPD's online application); RFD - approved for truck participation contingent upon COVID-19 restrictions (group must submit request on RFD website at least 30 days prior to event)	Villegas Park		8,408	11,908
Subtotal, Category 1						41,025	3,900					26,684	71,609
Category 2: Projects with Added Outreach Component													
My Learning Studio Explore Riverside Together	1/20 - 2/28	250	9,755	1	1,950	1,950	0	SEP/Banner permits; Vehicles (RFD, RPD, RPU);	SEP/Banner permit fees; RPD - Police car/team during registration and/or Scavenger Hunt sites - contact dgranillo@riversideca.gov; RFD - approved for truck participation contingent upon COVID-19 restrictions (group must submit request on RFD website at least 30 days prior to event); Booth (RPU)	Pedestrian Mall		914	2,864
Old Riverside Foundation Vintage Home Tour, Restoration Fair & Vintage Mercantile 2021	5/15	800	4,500	Various	750	750	0	NA	NA	NA		0	750
Riverside Area Rape Crisis Center Annual Volunteer Recognition Dinner	6/17	100	1,900	TBD	400	400	0	NA	NA	NA		0	400
Riverside Art Museum Riverside Art Market	6/26	2750	18,436	1	3,687	3,500	0	SEP/Banner permit fees, RPD	SEP/Banner permit fees	White Park, fencing for beer garden, RFD permit fees		125	3,625
Riverside Community Sailing Program, Inc. 12th Annual Mayor & Council Regatta	6/12	300	17,356	1	1000	1,000	0	SEP fee	SEP fee	NA		75	1,075
Riverside Dickens Festival Virtual Riverside Dickens Festival	2/20-2/21	10,000	51,000	1	10,000	8,000	0	NA	NA	NA		0	8,000
Riverside Medical Clinic Charitable Foundation 32nd Annual Boylan Random Acts of Kindness Week	2/15 - 2/19	1,000	7,550	Virtual	1,500	1,500	0	NA	RFD - approved for truck participation contingent upon COVID-19 restrictions (group must submit request on RFD website at least 30 days prior to event)	NA		789	2,289
Riverside Sunrise Rotary Black -Tie Bingo	6/5	200	44,113	4	1,000	0	1,000	NA	NA	NA		0	1,000
Southern CA Tri-Counties Branch of the International Dyslexia Assn. Virtual Conference	4/10	100	5,374	Virtual	900	900	0	Booth (RPU or others)	NA	NA		0	900

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Spanish Town Heritage Foundation Riverside Tamale Festival	4/24	6,000	91,897	1	5,000	5,000	0	SEP fee, Police Services/Explorers, Bags, RPU garage on 9th/Market	SEP fee; Bags (200)	White Park		269	5,269
West Coast Thunder 2021 Ride	5/31	10,500	336,000	Various	8,000	4,500	0	SEP fee	SEP fee; RPD Officers ($8,000) - contact pcastillo@riversideca.gov	NA		8,075	12,575
Subtotal, Category 2						27,500	1,000					10,247	38,747