



*City of Arts & Innovation*

# Economic Development, Placemaking and Branding/ Marketing Committee

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**TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE**      **DATE: APRIL 22, 2021**

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

**SUBJECT: FISCAL YEAR 2021/2022 CITY SPONSORSHIP PROGRAM, JULY 1, 2021 – DECEMBER 31, 2021, VALUE OF \$103,559**

## **ISSUE:**

Recommend City Council approval of staff recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions totaling \$103,559 for charitable and community events, which are produced by local non-profit organizations for the six-month period of July 1, 2021 – December 31, 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 July 1, 2021 – December 31, 2021; and
2. Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions totaling \$103,559 for charitable and community events, which are produced by local non-profit organizations as shown on 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. The July 31 deadline covers applications for charitable and community events and meetings for the following January 1 – June 30 funding cycle. The January 31 deadline covers applications for charitable and community events and meetings for July 1 – December 31 (Fall).

Individual organizations were notified of the process via e-mail notifications in early January 2021. In addition to following the regular guidelines, recipients have been asked to identify program adaptations to be used if COVID-19 restrictions remain in place during the funding period. 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 are included as Attachment 1.

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

Arts & Cultural Affairs Budget for City Sponsorships, Fiscal Year 2021/2022	Proposed Cash Sponsorships from Arts & Cultural Affairs Budget for Fall 2021/2022
\$135,545	\$59,550

## **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 include projected attendance (virtual or live, as appropriate), event/organization history, event budget and City Sponsorship history.

Twenty-six (26) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events to be produced from July 1, 2021 – December 31, 2021, and 26 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 its 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. Attachment 2 includes multiple references to the "pending" nature of these sponsorships as related to possible COVID-19 restrictions.

A summary of the recommended sponsorship values for Fall 2021/2022 appears below:

### **Fall, 2021-2022, 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
\$59,550	\$10,000	<b>\$69,550</b>	\$34,009	\$103,559

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

## **FISCAL IMPACT:**

City Sponsorship recommendations represent a total Fiscal Impact of \$103,559, with \$69,550 in monetary contributions, which will be included in the proposed Fiscal Year 2021/22 Budget as

follows: \$59,550 from the General Fund Community & Economic Development Department City Sponsorship account 2850000-450302; \$10,000 from the Electric Fund Community Support Outreach account 6020000-456022; and in-kind services (including facilities) valued at \$34,009. Recommendations will be implemented upon Council approval of the FY 2021/2022 budget and will not exceed the approved budget.

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 Fall, 2021-2022
3. Presentation