



## CITY SPONSORSHIP – FALL CYCLE FISCAL YEAR 2021/2022

### Community & Economic Development

Economic Development, Placemaking  
and Branding/Marketing Committee

April 22, 2021

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## BACKGROUND

City Sponsorship Program provides local non-profit organizations with an opportunity to apply for City Funds and/or in-kind services twice each fiscal year:

- Summer application process (July 31 deadline) provides support for charitable and community events produced from January 1 – June 30
- Winter application process (January 31 deadline) provides support for charitable and community events produced from July 1 – December 31



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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 (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. Applicants were asked to create alternative plans to be implemented in the case of COVID-19 restrictions;
  - a) Some events do not lend themselves to virtual production; organizers know they will not receive funding, even if approved for sponsorship, unless there is clear indication that restrictions will be lifted in time their events



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### Featured Applicant: NAACP Youth Council



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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 July 1, 2021 – December 31, 2021; and
2. Recommend that the City Council approve City Sponsorship support in the form of monetary funding and in-kind contributions of \$103,559 for charitable and community events, which are produced by local non-profit organizations as shown in Attachment 2 of the report.



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