

# City Council Memorandum

*City of Arts & Innovation*

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: MAY 25, 2021**

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

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

**ISSUE:**

Approve Fiscal Year 2021/22 City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$103,559 for charitable and community events, which are produced by local non-profit organizations during the first sponsorship funding cycle of Fiscal Year 2021/2022, for the six-month period of July 1, 2021 – December 31, 2021.

**RECOMMENDATIONS:**

That the City Council:

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. Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$103,559 for charitable and community events, which are produced by local non-profit organizations as shown on Attachment 2.

**COMMITTEE RECOMMENDATIONS:**

The Economic Development, Placemaking and Branding/Marketing Committee met on April 22, 2021 with Chair Fierro, Vice Chair Hemenway and Member Edwards present, to consider staff recommendations regarding City Sponsorships for events or projects scheduled from July 1, 2021 – December 31, 2021. After discussion, the Committee voted unanimously to recommend that City Council:

1. Approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$103,559 for charitable, community events, which are produced by local non-profit organizations as shown on Attachment 2; and
2. Authorize the City Manager or his designee to execute any necessary financial or legal documents with the approved organizations, including making minor and non-substantive changes necessary in order to implement the sponsorship funding program.

**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.

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 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 included 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 twenty-six (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	\$69,550	\$34,009	\$103,559

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:**

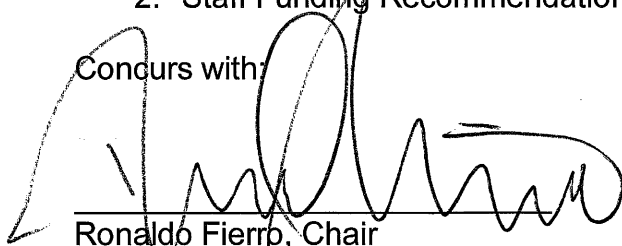
The fiscal impact of this recommendation is \$103,559, with \$69,550 in monetary contributions and in-kind services (including facilities) valued at \$34,009. The General Fund will contribute \$59,550 from Community & Economic Development Department, Arts and Cultural Affairs Sponsorship account number 2850000-450302; \$10,000 from the Electric Fund, Community Support Outreach account number 6020000-456022. All items are currently budgeted in the FY 2021/22 budget and no additional supplemental appropriation will be needed.

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

Concurs with:



Ronaldo Fierro, Chair  
 Economic Development, Placemaking, Branding/Marketing Committee

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