



City Sponsorship – Spring Cycle Fiscal Year 2021/2022

Community & Economic Development

Economic Development, Placemaking and
Branding/Marketing Committee

November 18, 2021

RiversideCA.gov

1

BACKGROUND

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

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



2

RiversideCA.gov

2

GUIDELINES/REQUIREMENTS FOR CITY SPONSORSHIP-FUNDED PROJECTS

Project or event must support the following goals:

- Promote the City of Riverside as a desirable place to live, visit and do business
- Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City
- Enhance the quality of life and well-being of the citizenry



3

RiversideCA.gov

3

GUIDELINES (cont.)

- Advance the City's commitment to and pride in being a multicultural community
- Encourage the development of neighborhood identity and pride; and
- Promote cultural and artistic awareness among the citizenry



4

RiversideCA.gov

4

GUIDELINES (cont.)

Additional Requirements:

- Each applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501(c) category
- Funds are not to be used for operational costs



5

RiversideCA.gov

5

FOCUS AREAS

The focus areas of the applicant organizations recommended for sponsorship include:

- 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)



6

RiversideCA.gov

6

STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



Arts, Culture & Recreation



Community Well-Being

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation



7

RiversideCA.gov

7

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 period of January 1, 2022 – June 30, 2022; and
2. Recommend that the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$148,969 for charitable and community events, which are produced by local non-profit organizations as shown in Attachment 2 of the staff report.



8

RiversideCA.gov

8