



City of Arts & Innovation

Park and Recreation Commission

TO: HONORABLE COMMISSIONERS **DATE: MAY 20, 2024**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: VERBAL UPDATE ON ACTIVITY GUIDE SPONSORSHIP PROGRAM

ISSUE:

Receive a verbal update on the Activity Guide Sponsorship Program.

RECOMMENDATION:

That the Park and Recreation Commission receive an update on the revenue generation policy from the Activity Guide Sponsorship Program; provide feedback and accept the report for file.

BACKGROUND:

The Explore Riverside / Parks, Recreation and Community Services Department Activity Guide is a joint publication between the City of Riverside's Office of Communications in the City Manager's Office and Parks, Recreation and Community Services Department (PRCSD). The Explore Riverside / PRCSD Activity Guide (Activity Guide) is an award winning and nationally recognized publication.

The award-winning Activity Guide reflects current print industry standards and provides a state-of-the-art publication that encourages readership and participation in PRCSD parks, programs, and activities. The modern, aesthetically-pleasing, full-color, environmentally friendly publication received the highest honor of an Award of Excellence from the California Park and Recreation Society for Print Publication. The magazine reflects the high standards set for the City and successfully attracts readers and participants to be a part of innovative programs, events, and activities.

The Activity Guide reaches 118,000 households, printed copies are held at community centers and an e-version is available on the Department website for users. The Activity Guide is distributed to households three times a year. The cost to design, print, and mail out to households via contractor is \$212,483 for Fiscal Year 23/24 and will increase in Fiscal Year 24/25 to \$231,051. In addition to the design, print, and mail services, there is the actual postage which is an estimated \$50,000 a year. Recently, both the Library and Museum Departments have decided to participate in the Activity Guide and the total cost is split between the Office of Communication, PRCSD, Library and Museum, with the majority of the expense paid by PRCSD. Allocation is based off the number of pages allocated to each Department, with PRCSD's portion estimated at \$170-\$180k a year.

DISCUSSION:

In recent years, the cost to produce the Activity Guide has increased due to inflation and supply chain issues in finding paper supplies. As costs began to increase significantly, the PRCSD decided to find a method to offset costs of producing the guide.

Service	FY 18/19	FY 19/20	FY 21/22	FY 22/23
Design, Print and Mail	\$145,105	\$97,838*	\$147,653	\$190,601
Postage	\$46,000	\$30,339*	\$46,289	\$50,421**
Total	\$191,105	\$128,177	\$193,942	\$241,022

*Two print editions and one e-edition

**Estimated pending final payment

***FY 20/21 not included due COVID E-Flipbooks cost \$10,600

As pricing has increased, it has made sense to find an avenue to assist in offsetting costs. PRCSD viewed two methods of generating revenue, fees, or sponsorships. In reviewing both opportunities, it was decided that sponsorships would be preferred to fees. As detailed in the 2023 Sponsorship Guide (Attachment 1), in addition to recognition in the Activity Guide, booth space at large special events are also included.

Pricing per page by the agency is \$2,500 for a quarter page, \$5,000 for a half page and \$10,000 for a full-page advertisement. The goal of the sponsorship is to offset the cost to produce, so pricing needed to be enough to pay for the additional page and funds to include the already existing costs. A fee study was performed, and it was difficult to find similar local publications for comparison, and fees being charged were at minimal rates, that it would not offset the cost needed to add the page. The publications reviewed were The Riversider Magazine and The Greater Riverside Chambers of Commerce.

The Riversider Magazine Rates:

AD SIZE	1 Issue Buy	3 Issue Buy	6 Issue Buy
Spread	\$3800	\$3300	\$3000
Full Page	\$2500	\$2000	\$1500
½ Page	\$1400	\$1200	\$750

The Greater Riverside Chambers of Commerce:

2021 PRINT RATES

Rates are per placement, with a lower rate if you book for a quarter of the year or more.



PLACEMENT	DIMENSIONS (WxH)	1 X RATE	3 X RATE	6 X RATE	12 X RATE
Full Page	10.5" x 15.125"	\$1,150	\$1,075	\$1,025	\$920
1/2 Page	10.5" X 7.5"	\$650	\$615	\$575	\$525
1/4 Page (vertical)	5.125" X 7.5"	\$390	\$375	\$340	\$310
1/4 Page (horizontal)	10.5" X 3.625"	\$390	\$375	\$340	\$310
1/8 page	5.125" X 3.625"	\$250	\$230	\$210	\$190
Inserts (you print)	8.5" X 11"	\$375	\$340	\$300	\$275
Back Page	10.5" X 15.125"	\$1,485	\$1,395	\$1,345	\$1,210

The Recreation Division has received interest from non-profits and private sector companies related to placing advertisements in the Activity Guide by user groups. The Recreation Division decided to limit advertisement to eight pages of the total guide, to maintain the integrity of the publication. In addition, sponsorship selection criteria for the Activity Guide will be in alignment with the Revised Corporate Sponsorship Policy approved by City Council on May 5, 2020. Section B of the policy details restrictions on partnerships and outlines guidelines.

STRATEGIC PLAN ALIGNMENT:

The work contributes to **Strategic Priority 1 – Arts, Culture and Recreation**, which aims to provide diverse community experiences and personal enrichment opportunities for people of all ages; and **Strategic Priority 5 – High Performing Government**, which aims to provide world class public service that is efficient, accessible, and responsive to all.

Revenue generation through donations, naming rights, corporate sponsorships, Adopt-A-Park policies, and volunteer groups align with multiple Strategic Plan Goals:

Arts, Culture and Recreation **Goal 1.1** Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development. Many partners interested in sponsorship are organizations interested in the furtherment of community well-being, further outreaching to the community on services available.

High Performing Government **Goal 5.4** Achieve and maintain financial health by addressing gaps in revenues and expenditures and aligning resources with strategic priorities to yield the greatest impact. As costs continue to increase for the production of the Activity Guide, sponsorships allow the PRCSD continue to provide the Guide to community and addressing any funding gaps associated with its production.

1. **Community Trust** – The Activity Guide reaches 118,000 households a year, and provides reliable information related to services available to the community that serve the

public interest and improve the quality of life for residents.

2. **Equity** – In addition to special events and programming, the Activity Guide provides information to the community on programs that provide food stability, scholarship information that promotes equitable access to recreational programming and programming that benefits disadvantaged communities.
3. **Fiscal Responsibility** – Seeking sponsorship opportunities on the Activity Guide allows the PRCSD to address the increasing costs and still provide this service to the community.
4. **Innovation** – Sponsorships with individuals, local businesses, corporations, and other groups allow the Department to build innovative partnerships and meet the needs of the community.
5. **Sustainability & Resiliency** – Monetary donations ensure the community continues to receive access to the Activity Guide which provides information on Parks, Community Centers, Libraries, Special Events and critical services and resources.

FISCAL IMPACT:

There is no fiscal impact associated with this report. Potential to generate revenue assists the PRCSD to continue to offer services as price increases.

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Attachments: 1. 2023 Sponsorship Guide
2. Corporate Partnership Policy
3. Department Activity Guide Policy