

CITY SPONSORSHIP PROGRAM FISCAL YEAR 2023-2024, SPRING CYCLE

Community & Economic Development Department

**Economic Development,
Placemaking & Branding/Marketing Committee**

November 2, 2023

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BACKGROUND

- City Sponsorship Program
 - Local non-profit organizations
 - City Funds and/or in-kind services
- Summer Application (July 31 deadline)
 - events produced from January 1 – June 30
- Winter Application (January 31 deadline)
 - events produced from July 1 – December 31



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REQUIREMENTS

- City-Sponsored Events/Projects must:
 - Promote the City as a desirable destination
 - Enhance the quality of life for residents
 - Advance Riverside's multicultural community
 - Encourage neighborhood identity and pride
 - Promote cultural and artistic awareness
 - Include a significant outreach component
- All applicants must be IRS 501(c) nonprofit organizations
- Funds cannot be used for operational costs



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APPLICANT FOCUS AREAS

- Arts/Humanities
- Community Food Access
- Community Service
- Culture
- Education
- Health/Fitness/Athletics
- Specific Populations (Seniors/Youth/Differently-Abled)



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PAST AND CURRENT APPLICANTS



16,040

Diapers

WERE PROVIDED
ON SATURDAYS
DISTRIBUTION
DAY!!

Junior League of
Riverside
Diaper Distribution



West Coast
Thunder 2023



Spanish Town
Heritage Foundation
Riverside Tamale
Festival



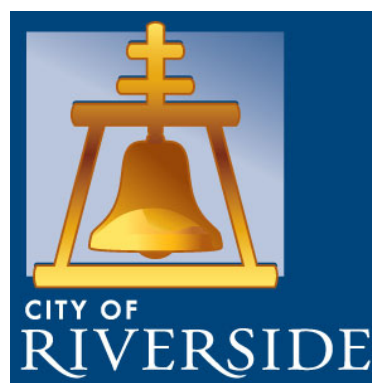
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EXPECTATIONS

- Applicants are **invited to attend** a Sponsorship 101 Workshop
- Applicants are **required to submit written reports**



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PROGRAM EVALUATION CRITERIA

1. Projected Attendance
2. Previous Attendance
3. History of Service to Community
4. Connection to the City Strategic Plan
5. Eligible Monetary Request (50%, 35%, or 20%, based on previous requests)
6. Projected Cost per Participant
7. Cultural Program
8. Diversity, Equity, Inclusion
 - Ability
 - Culture
 - Ethnicity
 - Families
 - Seniors
 - Children & Youth
9. Council Ward
10. Availability of Requested Resource



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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



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RECOMMENDATIONS

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of January – June, 2024
2. Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$199,616 for charitable and community events, which are produced by local non-profit organizations; and
3. Receive and review Table Sponsorship report for January – June 2023



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