

City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: OCTOBER 28, 2025

FROM: CITY MANAGER'S OFFICE WARDS: ALL

SUBJECT: ADOPT BY RESOLUTION THE CITYWIDE WARD-SPECIFIC SPECIAL EVENTS, PROGRAMS AND PROJECTS POLICY

ISSUES:

Adopt by resolution the Citywide Ward-Specific Special Events, Programs, and Projects Policy.

RECOMMENDATIONS:

That the City Council:

1. Adopt by resolution the Citywide Ward-Specific Special Events, Programs, and Projects Policy; and
2. Authorize the City Manager, or designee, to make non-substantive updates or administrative clarifications to the policy as needed for implementation consistency.

COMMITTEE RECOMMENDATION:

The Governmental Processes Committee met on August 6, 2025, with Chair Falcone, Vice Chair Perry, and Member Conder present, to consider the draft Citywide Ward-Specific Special Events, Programs, and Projects Policy.

Following discussion, the Committee voted unanimously to recommend City Council approval of the policy with two minor modifications:

- Clarify that the "Money Allotted to Each Ward" section will be reviewed during the annual budget process, and if the City budget is fiscally challenged, each ward's allocation may be reduced or eliminated per City Council-approved budget direction; and
- Specify that monies are not allowed to be donated to organizations or individuals (for example, a team traveling for a special event or an artist seeking sponsorship or donations for a program).

BACKGROUND:

On June 27, 2023, the City Council approved the amended Fiscal Year 2023/24 budget, which included \$876,000 for Citywide events, with \$725,000 designated for programs that encourage and expand community engagement, tourism, and economic development throughout Riverside. The intent of these funds is to support activities that promote local business growth, enhance neighborhood vitality, and strengthen community connection, while providing equitable programming opportunities across all City Council wards.

In 2024, staff began the development of a Citywide Ward Events Administrative Policy to provide a consistent citywide framework for the allocation and management of these funds. The draft policy was presented to the Governmental Processes Committee (GPC) on August 6, 2025, for review and input. Following discussion, the GPC voted to approve the policy with two minor modifications to clarify budget procedures and prohibit donations to individuals or organizations.

The GPC's recommended edits were incorporated into the final version of the policy, which is now being advanced to the full City Council for adoption by resolution, in accordance with Council direction to formalize the policy framework and ensure transparent and consistent implementation citywide.

DISCUSSION:

The Citywide Ward-Specific Special Events, Programs, and Projects Policy establishes a consistent citywide framework governing the planning, funding, and implementation of ward-specific community events, programs, and projects.

The policy outlines allowable activities, eligibility criteria, and implementation procedures, as summarized below:

Allowable Uses

- Events: Fairs, expos, festivals, music performances, car shows, art events, races, and similar public gatherings.
- Projects: Public-facing installations or programming located in the public right-of-way, on City property, or in partnership with a City department or program (e.g., art or cultural installations).

Key Criteria

- Must be free and open to the public.
- Must occur within the sponsoring Councilmember's ward boundaries.
- May not be used for any political or campaign purposes, including affiliation with or opposition to any political party, candidate, or issue.
- Events and projects are allowable up to 90 days prior to the Councilmember's election cycle.
- The City may collaborate with nonprofits or outside organizations but may not sponsor external events or make donations to individuals or organizations.

Implementation and Oversight

- Events and projects are implemented by City staff, not elected officials.

- The Arts & Cultural Affairs Division of Parks, Recreation, and Community Services (PRCS) coordinates project development, approvals, and execution.
- Budgets and allocations are reviewed during the annual budget process and may be reduced or eliminated if fiscal constraints arise.
- Other departments may administer programs with prior written authorization from PRCS.

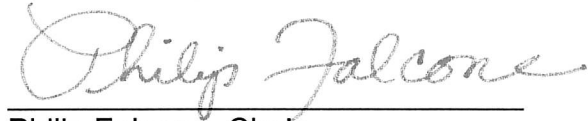
To formalize and implement this framework, a resolution prepared by the City Attorney's Office has been included as *Attachment 1* for City Council consideration. Adoption of the resolution will approve the Citywide Ward-Specific Special Events, Programs, and Projects Policy as a Council policy, ensuring consistent application, accountability, and equitable access across all wards.

FISCAL IMPACT:

Funding for ward-specific events, programs, and projects is included in the Fiscal Year 2025/26 Citywide allocation approved by the City Council during the annual budget process. No additional fiscal impact will result from this action.

Prepared by: Krystelle Schneider, Senior Management Analyst
Certified as to
availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by: Mike Futrell, City Manager
Approved as to form: Rebecca McKee-Reimbold, Interim City Attorney

Concurs with;



Philip Falcone, Chair
Governmental Processes Committee

Attachments: Resolution