



City of Arts & Innovation

Governmental Processes Committee

TO: GOVERNMENTAL PROCESSES COMMITTEE DATE: AUGUST 6, 2025

FROM: PARKS, RECREATION AND COMMUNITY WARDS: ALL
SERVICES DEPARTMENT

SUBJECT: CITYWIDE WARD EVENTS ADMINISTRATIVE POLICY

ISSUES:

Receive, review, and provide input on and recommend City Council approval of Citywide Ward Events Administrative Policy.

RECOMMENDATIONS:

That the Governmental Processes Committee:

1. Receive, review, and provide input on staff recommendations for the Citywide Ward Events Administrative Policy; and
2. Authorize the City Manager, or designee, to make non-substantive changes to the Administrative Policy.

BACKGROUND:

On June 27, 2023, following discussion, moved by Councilmember Hemenway and seconded by Councilmember Edwards, City Council approved the amended Fiscal Year 2023/24 budget. Included in the \$1,383,114,130 Citywide amended annual budget was \$876,000 for Citywide events that included \$725,000 in event funding to encourage and expand community engagement, tourism, and economic development within the City. The purpose of the Citywide events is to support and promote local business growth which will ultimately lead to increased revenue generation for the City.

DISCUSSION:

The Citywide Ward Events Administrative Policy provides a consistent framework, expectations for programming, and appropriate spending for city event(s) within the specific wards that provides a community event, programming or project equitably throughout the community and for the community.

The policy establishes a standard procedure for the development, management and implementation of ward specific events programs and/or projects. Staff outlined the policy based on the best practices and similar policies and processes. Below is the outline of the policy describing allowable and not allowable activities including the type of events, criteria, event implementation and responsibilities.

What type of events/projects are allowable through this program:

Events: fairs, expos, festivals, music events, car shows, art events, races, etc.

Projects: Open and accessible in the public right of way; on City Property or in conjunction with city department or program; art and cultural installations

Criteria:

Open and/or accessible to the public

Free to Attend

Event/Project is within the designated Councilmember's ward boundaries

The event shall not be used for any political or campaign purposes, including but not limited to being affiliated with, in support of, or in opposition to, a political party, candidate for any political office, or political group/issue

When are events/projects allowable to be implemented:

Anytime up to 90 days prior to an election cycle of ward specific Councilmember.

Able to partner/collaborate with a nonprofit or outside organization. Can NOT sponsor an event

Who implements these events/programs/projects and approves budgets:

These events/projects are implemented by City staff, not elected officials.

Able to partner/collaborate with a nonprofit or outside organization. Can NOT sponsor an event

The procedures outline the roles and responsibilities of City Staff and Councilmember or Councilmember's designee.

STRATEGIC PLAN ALIGNMENT:

The Citywide Events Administrative Policy supports the Arts, Culture, and Recreation goals of Envision Riverside 2025 by assisting with events and projects that cover all elements of **Goals 1.1 and 1.2:** learning, arts, culture, recreation, senior programs, and partnerships. Due to the diversity of events and locations, the Policy also addresses **Goal 1.5:** programs and services related to literacy, health, and education for all ages. Community Well-Being (**Goals 2.3 – 2.5**) are also addressed through programs related to development of a sense of community, community engagement, neighborhoods, and partnerships.

This item aligns with the Following Cross-Cutting Threads:

1. **Community Trust:** Establishing a policy creates a standard procedure for the development, management and implementation of ward specific events, programs and/or projects, which increases transparency and trust within the community.
2. **Equity:** The policy helps to provide events and programming across the city and in each of the represented wards.

3. **Fiscal Responsibility:** Each ward is allotted the same amount each fiscal year. Staff work within the purchasing guidelines for each event/program.
4. **Innovation:** Each ward is doing something different and unique for their community and neighborhoods.
5. **Sustainability & Resiliency:** Each event/program is using shared resources of staff, logistics and event supplies.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this report.

Prepared by:	Margery Haupt, Deputy Director
Approved by:	Pamela M. Galera, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

1. Citywide Events Administrative Policy – DRAFT
2. Presentation