



# City Council Memorandum

*City of Arts & Innovation*

---

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: JUNE 23, 2026**

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

**SUBJECT: FISCAL YEAR 2026/2027 CITY SPONSORSHIP PROGRAM, JULY 1 –**  
**DECEMBER 31, 2026, VALUE OF \$158,214**

**ISSUE:**

Receive, review, and approve Committee recommendations for City Sponsorship Program support in the form of monetary funding and/or in-kind contributions of \$158,214 for charitable and community events, which are produced by local non-profit organizations for the six-month period of July 1 – December 31, 2026.

**RECOMMENDATIONS:**

That the City Council:

1. Receive, review, and provide input on Committee recommendations for the City Sponsorship Program support for the six-month period of July 1 to December 31, 2026;
2. Approve City Sponsorship support, pending final budget approval for Fiscal Year 2026/2027, in the form of monetary funding and/or in-kind contributions of \$158,214, for charitable and community events, which are produced by local non-profit organizations; and
3. Authorize the City Manager, or designee, to make non-substantive changes to the recommendations.

**COMMITTEE RECOMMENDATIONS:**

The Economic Development Committee (Committee) met on May 21, 2026, with Chair Robillard and Vice Chair Cervantes present, to consider staff recommendations regarding City Sponsorship for events or projects scheduled from July 1 – December 31, 2026. Following discussion, the Committee voted unanimously to recommend that the City Council receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of July 1 – December, 31, 2026; approve City Sponsorship support in the form of monetary contributions and/or in-kind contributions of \$158,214, for charitable and community events produced by local non-profit organizations; and authorize the City Manager, or designee, to make non-substantive changes to the recommendations.

**BACKGROUND:**

The City Sponsorship Program (Program) provides local non-profit organizations with the opportunity to apply for City funds and/or in-kind services twice each fiscal year. The July 31 deadline covers applications for charitable and community events and meetings for the following January 1 – June 30 funding cycle. The January 31 deadline covers applications for charitable and community events and meetings for July – December.

Individual organizations were notified of the process via e-mail notifications in December, prior to the January 31, 2026, deadline, and staff led a Sponsorship 101 webinar in December. The City Sponsorship Program Agreement, Guidelines, and processes are posted on the City’s website and included as Attachment 1.

The Program is administered by the Parks, Recreation, and Community Services Department and the application review process begins with the Arts & Cultural Affairs Division. Staff reviews applications for eligibility, then forwards the requests to the appropriate City Departments and compiles the subsequent recommendations. Following Council Committee approval, the Council Committee reports to the full City Council for final approval.

Fund availability from the Arts & Cultural Affairs Division Budget is as follows:

Arts & Cultural Affairs Budget for City Sponsorship, Fiscal Year 2026/2027	Proposed Cash Sponsorship from Arts & Cultural Affairs Budget for July – December, 2026/2027	Proposed Cash Sponsorship from Riverside Public Utilities Budget for July – December 2026/2027	Total Proposed Cash Sponsorship for July – December 2026/2027
<b>\$161,434</b>	<b>\$85,556</b>	<b>\$6,750</b>	<b>\$92,306</b>

**DISCUSSION:**

City Sponsorship

The sponsorship applications were evaluated by various City departments, based on each organization’s ability to create or enhance its events and impact on the city. Other factors that were considered include projected attendance, event/organization history, event budget, City Sponsorship history, and location of project in an underrepresented ward (see rubric on page 3).

Fifty-two (52) local, non-profit organizations have applied for monetary and/or in-kind sponsorship during the current application process for events to be produced from July 1 – December 31, 2026, and forty-nine (49) organizations are recommended as sponsorship recipients (Attachment 2). Of the three declined applications, one was scheduled outside the funding period and two were submitted months after the application deadline for previous funding cycle. A component of the recommendations for sponsorship includes in-kind sponsorship awards from the Fire Department; Police Department; Parks, Recreation and Community Services Department (PRCSD); and Riverside Public Utilities.

New applicants for this funding cycle are: A Better World Together, Eastern Harmony Mental

Health, Inc., Dementia Care Center, and Somos Uno Riverside. Brief summaries of all applicants' mission statements are included with this report (Attachment 3).

The events and projects recommended for funding play an integral role in the quality of life of our City. Total projected attendance for these efforts is estimated by the organizers at 198,825, representing and serving every age group and a broad cross-section of the City's people (and pets!). Included in these projects are programs promoting literacy, health/fitness; arts; food security; and celebrations of history and culture.

A summary of the recommended sponsorship values for July 1 – December 31, 2026, appears below:

**Recommended Funding for July 1 – December 31, 2026**

Cash Sponsorships (Arts & Cultural Affairs)	Cash Sponsorships (RPU)	Total Cash Sponsorships	Total Value of In-Kind Sponsorships	Total Value of Sponsorship July 1 – December 31, 2026
<b>\$78,806</b>	<b>\$6,750</b>	<b>\$85,556</b>	<b>\$72,658</b>	<b>\$158,214</b>

All impacted Department Heads concur with this report: Chief, Fire Department (RFD); Chief, Police Department (RPD); Director, Parks, Recreation and Community Services Department (PRCSD); and General Manager, Riverside Public Utilities (RPU).

All participating Departments use the following rubric during the review of eligible applications:

1. Projected Attendance
2. Previous Attendance (if applicable)
3. History of Service to Community (Y/N)
4. Eligible Monetary Request (50%, 35%, or 20%, based on Sponsorship Guidelines)
5. Projected Cost per Participant
6. Cultural Program (Y/N)
7. Diversity, Equity, Inclusion (Ability/Culture/Ethnicity/Families/Seniors/Children & Youth)
8. Council Ward; and/or
9. Availability of Requested Resource (Y/N)

Table Sponsorship

No expenditures for table sponsorships were reported during the previous six-month period.

Amended Sponsorship Request

In the presentation for the Spring 2026 City Sponsorship Report submitted to Development Committee and City Council, the Fair Housing Council – 2026 Housing Conference request for \$2500 in funding was accidentally omitted. Staff requested Committee Approval as monies were budgeted to support this program.

**FISCAL IMPACT:**

City Sponsorship recommendations represent a total investment of \$158,214, with \$78,806 in monetary contributions from the Arts & Cultural Affairs Division of the Parks, Recreation, and Community Services Department and \$6,750 in monetary contributions from Riverside Public Utilities. In-kind services (including facilities) are valued at \$72,658. Sufficient funding is included in the Biennial Budget that will be brought forward to Council for adoption in June 2026 and is budgeted in the General Fund, Arts & Cultural Affairs Division City Sponsorship, Account Number 5240000-450302, and Electric Fund, PU-Customer Engagement, Community Support, Account Number 6020000-456022.

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

Concurs with:

  
Steven Robillard  
Chair, Economic Development Committee

**Attachments:**

1. City Sponsorship Program Agreement
2. Staff Recommendations for July 1 – December 31, 2026
3. Mission Synopses for Applicant Organizations