



City of Arts & Innovation

City of Riverside Administrative Manual

Effective Date:

Approved:

Last Review Date:

Latest Revision Date:

Next Review Date:

Policy Owner(s):

Parks, Recreation and
Community Services

Department

City Manager

SUBJECT:

Citywide Ward Specific Special Events, Programs or Projects

PURPOSE:

Provide consistent framework, programming, expectations 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.

POLICY:

Establish a standard procedure for the development, management and implementation of Ward Specific events, programs and/or projects.

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

Events: fairs, expos, festivals, music events, car shows, art events, runs, 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

PROCEDURE:

Responsibility	Action
Arts & Cultural Designated Staff	1. Set up meeting(s) with appropriate Councilmember and Council Assistant(s) to discuss ideas.
Councilmember	2. Provides feedback, potential partners, location(s), and ideas.
Arts & Cultural Designated Staff	3. Prepares "idea packet" for Deputy Director - Arts & Cultural Affairs Manager approval
Arts & Cultural Manager	4. Reviews, make changes, and/or approves "packet" for presentation to Councilmember
PRCS Department Head/City Manager	5. If needed, Department Head and/or City Manager Approval to provide approval or request changes
Arts & Cultural Designated Staff	6. Presentation to Councilmember for final approval of concept
	7. Submit all Ward events, projects and/or programs for a Marketing piece to begin distribution
	8. Planning and implementation of event that includes but is not limited to:
	9. Logistics (Rentals, Traffic Control, Restrooms, Sound)
	10. Processing of invoices/payments
	11. Marketing of the Event (Branding to be the same of City Logo)
	12. Partners and/or Vendors
	13. Staffing and/or Volunteers
	14. Obtain all necessary permits (if applicable)
	15. Ceremonial Element/Welcome for event, if needed
	16. Day of Event Set-up and Implementation
	17. Day of Clean after Event/Project
Councilmember or Councilmember's Designee	18. Event Participation
IF for a Project:	1. Set up meeting(s) with appropriate Councilmember and Council Assistant(s) to discuss ideas.
	2. Provides feedback, potential partners, location(s), and ideas.
	3. Prepares "idea packet" for Deputy Director - Arts & Cultural Affairs Manager approval
	4. Reviews, make changes, and/or approves "packet" for presentation to Councilmember
	5. If needed, Department Head and/or City Manager Approval to provide approval or request changes

PROCEDURE:

Responsibility	Action
	6. Presentation to Councilmember for final approval of concept
	7. Implementation of project
Other Departments:	If an event, project or program is to be administered by another department, written approval from PRCS – Arts & Culture Affairs must be obtained prior to the commencement of the event, project, or program for authorization to use the account.

SOURCE OF AUTHORITY: City Manager