



# Review of Table Sponsorship Policy & Riverside Public Utilities Table Sponsorship Expenditures

## City Manager's Office

### Economic Development Committee

August 22, 2024

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## BACKGROUND

**May 2024** – During the biannual City Sponsorship update, the Economic Development Committee requested that the Table Sponsorship Policy be brought back for review; specifically, Riverside Public Utilities (RPU) participation in table sponsorships.

### City Sponsorship Program

**October 2002** – City Sponsorship Program/Policy formalized by Arts and Cultural Affairs division.

**\*Table Sponsorships do not occur through the City Sponsorship Program**

**July 2016** – At the request of the Governmental Process Committee, a revised Sponsorship Program and supplemental guidelines for table sponsorships was approved by the City Council.



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# TABLE SPONSORSHIPS

Organizations request sponsorships to raise funds for their activities, programs or a special event.

## City Departments are engaged in table sponsorships to:

1. Receive public recognition and show support for an organization or event aligned with the departments' mission and goals
2. Provide community outreach and market departments' services and programs to a certain audience
3. Attend an event where City staff and/or programs are being recognized

**January 2019** – The City Council directed the City Manager's Office to create a new, standalone Table Sponsorship Policy.

**March 2019** – The City Council approved the Table Sponsorship Policy that set forth procedures for departments to request approval for table sponsorships.



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# TABLE SPONSORSHIP POLICY



1. Departments must submit table sponsorship requests to the City Manager for approval;
2. Table Sponsorships shall be reviewed by the City Council on the Consent Calendar in advance of the event;
3. A not-to exceed limit of \$1,000 per event or \$5,000 cumulative per fiscal year;
4. The following Public Works Enterprise Funds are prohibited from being used for table sponsorships: Sewer Fund, Parking Fund, and Refuse Funds;
5. The City Manager's Office shall report table sponsorships to the City Council every six months for review;













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## TABLE SPONSORSHIP BENEFITS

 <p>Visibility and Public Relations</p>	 <p>Marketing and Promotion</p>	
 <p>Networking</p>	 <p>Brand Exposure</p>	 <p>Morale and Team Building</p>
 <p>Enhanced Relationships with Partners</p>	 <p>Supporting the Local Economy</p>	
 <p>Supporting Community Initiatives</p>	 <p>Access to Industry Information and Insights</p>	


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## TWO AVENUES FOR TABLE SPONSORSHIPS

<p style="text-align: center;"><b><u>Table Sponsorship Policy</u></b></p> <ul style="list-style-type: none"> <li>Department submit request to City Manager via SharePoint portal for approval</li> <li>CMO reviews and approves</li> <li>Departments post notifications of events in shared calendar</li> </ul>		<p style="text-align: center;"><b><u>Services Agreement</u></b></p> <ul style="list-style-type: none"> <li>Enter into an agreement with an organization whereby the City agrees to sponsor a table at one or more events hosted by the organization</li> <li>e.g. Agreement with Greater Riverside Chambers of Commerce</li> </ul>
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When sponsoring a table via approved agreement, the limitations set forth in the Table Sponsorship Policy no longer apply.



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## TABLE SPONSORSHIPS VIA AGREEMENT

Since November 2019, the City has had an agreement in place with the Greater Riverside Chamber of Commerce that includes participation in the following table sponsorships:

**\*These are the only events sponsored by RPU**



Department	Description	Amount
<b>Public Utilities</b>	KRCB Waterwise Landscape Sponsorship	\$3,000
	Business Expo/Mixer/Riv Forward	\$1,000
	Mega Mixer/Tradeshow/Job Fair	\$500
	GMR Sponsorship	\$1,850
	Legislative Summit	\$750
	Mayor's State of the City	\$750
	Inaugural Ball	\$1,500
	Athena Luncheon	\$1,000
	Leadership Riverside Luncheon	\$800
<b>Subtotal</b>		<b>\$11,150</b>
<b>Community &amp; Economic Development</b>	Mayor's State of the City	\$750
	<b>Subtotal</b>	
<b>Public Works</b>	Mayor's State of the City	\$750
	Legislative Summit	\$750
	<b>Subtotal</b>	
<b>Police</b>	Mayor's State of the City	\$1,000
	Leadership Riverside Luncheon	\$800
	<b>Subtotal</b>	

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## BENEFITS TO RPU RATEPAYERS

Enhanced Service Quality



Efficiency and Innovation

Transparent Communication

Community Engagement


Community Development

WATER | ENERGY | LIFE

PUBLIC UTILITIES

Local Partnerships



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# STRATEGIC PLAN ALIGNMENT

The City's sponsorship of tables at events aligns with **Strategic Priority No. 3 Economic Opportunity, goal 3.1** – Facilitate partnerships and programs to develop, attract, and retain innovative business sectors.

## Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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# RECOMMENDATIONS

That the Economic Development Committee:

1. Receive an update on the Table Sponsorship Policy, Administrative Manual 01.027.00 and Riverside Public Utilities table sponsorship expenditures for FY 2022/23 and 2023/24; and
2. Provide direction for department participation in table sponsorships moving forward.



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# Questions?

