

CITY OF YUBA CITY
STAFF REPORT

Date: March 17, 2020
To: Honorable Mayor & Members of the City Council
From: Administration
Presentation by: Terrel Locke, Assistant to the City Manager

Summary

Subject: Amended Community Sponsorship Policy
Recommendation: Adopt a Resolution amending the Guidelines for City Sponsorship of Community Events/Organizations – Approval Process
Fiscal Impact: Council may set a budget limit as part of the annual budget preparation process

Purpose:

To promote significant and special community events primarily benefitting residents in the City of Yuba City. Not to be mistaken for a grant program, this policy sets the parameters for the approval of City sponsorships for community events conducted by local organizations.

Background:

In March 2019, the City Council adopted a formal written policy for Councilmembers and the public to request sponsorship of community events. Previously, the practice had been that Councilmembers or staff identify community events for sponsorship without a formal approval process.

Analysis:

After the first year of administering the new Community Sponsorship policy, it is recommended that the approval process for the allocating contributions, donations, and sponsorships be included as part of the annual budget adoption process.

The City Manager's office will send out notifications to interested organizations annually in February and March that applications will be accepted for funding for the next fiscal year (July 1st through June 30th of every year). The initial application due date will be March 31st for consideration as part of the annual budget. The applications will be reviewed by staff for completeness and eligibility. Applications will also be accepted throughout the year for Council's consideration.

All the applications that are received will be compiled and submitted to the City Council for their review and discussion as part of the annual budget adoption process.

Approval Process:

At the March 3, 2020 Council Meeting Council provided the following direction to staff:

- All Sponsorship requests, including in-kind donations, will be approved by the City Council at a public meeting
- The City Council will approve long-term ongoing sponsorships as part of the annual budget adoption process
- Council will allocate other discretionary funds on a quarterly basis
- Staff will bring back requests for funding at the first Council meeting in the following months:
 - August, November, February and May
 - If necessary due to time constraints, requests may be brought to Council as needed

Note: Adoption of the Community Sponsorship policy does not preclude individual departments supporting events and organizations directly in support of their missions through their individual budgets.

Fiscal Impact:

The City Council will set a budget limit as part of the annual budget preparation process for community sponsorships and events. A total of \$40,000 was allocated for FY 2019-2020.

Alternatives:

1. Modify the Community Sponsorship Policy as deemed appropriate by Council.

Recommendation:

Adopt a Resolution Establishing an administrative policy to set guidelines for City sponsorship of community events/organizations.

Attachments:

1. Resolution
2. Amended Community Sponsorship Administrative Policy (Red-line)

Prepared by:

/s/ Terrel Locke
 Terrel Locke
 Assistant to the City Manager

Submitted by:

/s/ Diana Langley
 Diana Langley
 Acting City Manager

Reviewed by:

Finance
 City Attorney

SM
SLC by email

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
AMENDING THE GUIDELINES FOR CITY SPONSORSHIP OF
COMMUNITY EVENTS AND ORGANIZATIONS**

WHEREAS, the City Council recognizes the importance of providing support for community events primarily benefitting residents of the City of Yuba City and are consistent with the goals and mission of the City that serve a public purpose; and

WHEREAS, to ensure that a policy is set establishing the parameters for the approval of City Sponsorships for community events conducted by local organizations; and

WHEREAS, the original Administrative Policy Adopting Guidelines for City Sponsorship of Community Events and Organizations, was adopted with Resolution No. 19-016 on March 19, 2019, and

WHEREAS, this amendment provides that applications will be reviewed by the City Council as part of the annual budget adoption process.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Yuba City as follows:

Approve the attached amended Administrative Policy - Community Sponsorships

The foregoing Resolution was duly and regularly introduced, passed and adopted by the City Council of the City of Yuba City at a regular meeting thereof held on March 17, 2020 by the following vote:

AYES:

NOES:

ABSENT:

Shon Harris, Mayor

ATTEST:

Patricia Buckland, City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP

Attachment: Administrative Policy – Community Sponsorships

ATTACHMENT 2

COMMUNITY SPONSORSHIP POLICY

OVERVIEW:

The City of Yuba City recognizes the importance of providing support for community events that are held for the following purposes:

- Support of non-profit organizations serving Yuba City residents/community;
- Cultural, athletic and educational enrichment;
- Promotion of the City of Yuba City

The City of Yuba City provides limited assistance, through in-kind sponsorships or monetary funding, to local organizations in support of community events that are consistent with the goals and mission of the City and that serve a public purpose.

City sponsorship reflects support of specific events by an organization. The intent is that the public will receive some intrinsic cultural, economic, educational, or entertainment value from the event.

PURPOSE:

- To establish guidelines for City sponsorship of community events conducted by local organizations
- To establish uniform procedures and criteria; and
- To identify coordination responsibility

GENERAL POLICY:

The budget for the Community Sponsorship Program shall be established by City Council each year during the annual budget process. Fiscal year shall begin July 1 of each year and end on June 30 the following year. Applications will be ~~processed on a first-come, first-serve basis~~ reviewed by the City Council as part of the annual budget adoption process and on a quarterly basis.

Sponsorships will only be provided for events and organizations meeting the eligibility criteria stated in this policy. The City Manager's Office will review sponsorship applications for completeness and eligibility and make a recommendation and submit to the City Council for final approval per the Approval Process noted below. The City Manager's Office shall be responsible for accounting for the Community Sponsorship account; shall keep a listing of all organizations and programs receiving sponsorships; and shall maintain a balance of funds available.

Special event requirements, conditions of use for facilities and equipment, insurance and other requirements shall be followed according to City policies, codes and ordinances.

The Community Sponsorship policy does not preclude individual departments supporting events and organizations directly in support of their missions directly through their individual budgets.

APPLICATION REQUIREMENTS AND PROCESS:

- A community sponsorship application must be submitted on the attached form indicating:
 - Name and contact information for the event organizer(s)

- The local office/headquarters of the organization
- Organization's purpose/mission
- Event date(s), and time(s)
- Expected number of participants
- Statement that the event will be open to the general public
- Purpose of the event
- How the organization and proposed event benefits the residents of Yuba City and meets the criteria within this policy
- Indication of what type of sponsorship is needed for the program
- Outline of the event marketing plan
- ~~Application shall include the written endorsement of at least one Councilmember.~~
- Applications shall be submitted to the Office of the City Manager by March 31st of every year in order to be considered by Council during the annual budget adoption process.

APPLICATION REVIEW/APPROVAL:

Sponsorship applications will be ~~accepted and reviewed on an on-going basis~~ accepted and reviewed annually as part of the Budget Adoption Process and on a quarterly basis. The City Council allocates a limited budget for the program. Approval of sponsorship is determined on a case-by-case basis related to the eligibility requirements, purpose and goals of each independent event or program.

Approval for sponsorship in one year does not imply or guarantee approval in subsequent years for an organization or an event.

Factors that will be considered during the approval process include:

1. Resources available (e.g. budget, staff, workload capacity, etc.)
2. Compatibility of the program with the mission and goals of the City of Yuba City
3. Impact of the event on City facilities
4. Risk to the City
5. Ability of the organization to obtain liability insurance naming the City as additional insured
6. Benefit to the community

Approval Process:

The City Manager's office will send out notifications to interested organizations annually in February and March that applications will be accepted for funding consideration as part of the annual budget process for the next fiscal year (July 1st through June 30th of every year). The application due date will be March 31st. The applications will be reviewed by staff for completeness and eligibility. Applications will also be accepted throughout the year for Council's consideration.

- All Sponsorship requests, including in-kind donations, will be approved by the City Council at a public meeting
- The City Council will approve long-term ongoing sponsorships as part of the annual budget adoption process
 - Council will allocate other discretionary funds on a quarterly basis

- o Staff will bring back requests for funding at the first Council meeting in the following months: August, November, February, May, or as necessary due to time constraints

~~Upon receipt of the Community Sponsorship Request, the City Manager's office will review to ensure applicability and consistency with said policy. If consistent, staff will initiate communication with the Mayor and Councilmembers to consider the Community Sponsorship Request. In considering a Community Sponsorship Request, there are two options for approval:~~

- ~~• Mayor + Councilmember Approval — Mayor approves the request in addition to the Councilmember that endorsed the request; or~~
- ~~• Three Councilmember Approval — Two Councilmembers approve the request in addition to the Councilmember that endorsed the request.~~

The City Council will adopt a resolution authorizing the approved allocations separately from the annual budget adoption resolution.

The City Manager's Office will advise the applicant of their application status within ten (10) business days of ~~application submittal~~ the City Council's allocation decisions.

ELIGIBILITY CRITERIA:

Event Types

- Events providing a benefit to Yuba City residents
- Fundraising events for non-profit organizations that primarily serve Yuba City residents
- Events that contribute positively to the recognition and image of Yuba City
- Events that are open to the general public
- Events and organizations that demonstrate that they can meet the necessary requirements of the agreement

Organization Types

- Organizations and programs in good standing with the City of Yuba City in relation to organization's past performance
- Organizations that agree to do the following:
 - a. Obtain all required permits, clearances, insurances, and program authorizations.
 - b. Acknowledge the support of the City of Yuba City where appropriate, and to include on all printed information and advertising related to the event.
 - c. Allow the City of Yuba City to have a space at the event if the City so desires for the purposes of distributing information regarding City services and community programs. This space shall be provided at no cost to the City.
 - d. Provide the City with whatever benefits that are afforded to other sponsors of similar sponsorship levels.
 - e. Ensure appropriate ADA accessibility at event.
 - f. City must review all materials with City logo prior to release.

Not eligible

- The City will not award sponsorships to any religious church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the event shall not serve to promote a religious message.

- City Sponsorship shall be consistent with the restrictions of State and federal law.
- Political organizations and/or individual campaigns.
- Organizations that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability, or national origin.
- For-profit organizations for which the organization/corporation or its employees or officers will gain personal benefit.

'IN-KIND' CONTRIBUTIONS:

Requests for non-monetary contributions, such as the use of City equipment, facilities or personnel shall be accounted for as part of this process, as it impacts City finances the same as cash donations.

If In-Kind contributions are approved by Council as part of the budget process, Departments will be able to submit their personnel overtime costs to the sponsorship account for reimbursement.



COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization _____ Non-Profit ID/ 501 C# _____

Address _____ City/State/Zip _____

Contact Person _____ Phone _____ Email _____

Organization Purpose/Mission _____

Type of Sponsorship Requested:

In-kind services – Provide a description of the in-kind services requested: _____

Funding – Amount requested: _____

Type of Organization:

Non-Profit (located and/or primarily serves residents within the City of Yuba City)

Educational Institution

Local business (located within City of Yuba City city limits)

Type of Event:

Local Celebration

Athletic

Cultural

Educational

Fundraiser

Entertainment

Other _____

Event Name _____

Event Location _____

Event Date/Time _____

Expected Number of Participants _____

Open to the Public? Yes No

Please explain how your event meets one or more of the sponsorship criteria below:

- Boosts the local Yuba City economy: _____

- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: _____

- Contributes positively to the recognition and image of the City of Yuba City: _____

Other Considerations:

I understand that if the City agrees to sponsor the event, I will acknowledge the sponsorship on all printed information or advertising related to the event using a message approved by the City and provide any written marketing material to the City prior to distribution of event materials.

I understand that if the City agrees to sponsor the event, appropriate ADA accessibility will be provided.

I understand that sponsorship is optional and the City can deny this sponsorship application.

Signature of Applicant _____ Date _____

Print Name of Applicant _____