

CITY OF YUBA CITY  
STAFF REPORT

**Date:** November 3, 2020  
**To:** Honorable Mayor & Members of the City Council  
**From:** Community Services Department  
**Presented by:** Brad McIntire, Community Services Director

---

**Summary**

**Subject:** Downtown Business Association (DBA) Sponsorship Request

**Recommendation:** Consider the Downtown Business Association's Sponsorship Request for the 2020 Christmas Stroll and 2021 Summer Stroll

**Fiscal Impact:** Requested Amount = \$24,800, broken down as follows:  
\$21,000 – Direct Funding  
\$ 3,800 – In-kind services for street closure

---

**Purpose:**

Review and discuss a Community Sponsorship Request by the Downtown Business Association for the 2020 Christmas Stroll and 2021 Summer Stroll.

**Background:**

On March 17, 2020, Council adopted an Amended Community Sponsorship Policy which specifies the following:

- 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.

Due to COVID-19, the Fiscal Year 20/21 Budget is basically a roll-over budget from Fiscal Year 19/20. Due to the uncertainty of the impacts of COVID-19 on the City's finances, sponsorship requests were not considered as part of the annual budget process. To date, three sponsorship requests have been received:

1. Yuba City Downtown Business Association (DBA) – Request for sponsorship of 2020 Christmas Stroll and 2021 Summer Stroll in the amount of \$24,800 (\$21,000 direct funding and \$3,800 in-kind services).
2. Yuba Sutter Arts Council – General sponsorship in the amount of \$10,000.
3. Beale Military Liaison Council – General sponsorship in the amount of \$2,500.

**Analysis:**

The DBA's request, at least for the 2020 Christmas Stroll, is time sensitive as the event is scheduled for December 12<sup>th</sup>. Therefore, staff is bringing the request to Council for consideration. Staff recommends deferring the consideration of the Yuba Sutter Arts Council and Beale Military Liaison Council requests until the Budget Ad Hoc Committee, comprised of Vice Mayor Boomgaarden and Councilman Shaw, have had the opportunity to complete their review of the FY 20/21 Budget and present recommendations to the full Council.

**Fiscal Impact:**

In the FY 20/21 budget, funds are budgeted as follows:

Account Number	Description	Funding Available
4220-66004	DBA Strolls	\$7,500
4220-66010	Community Contributions	\$15,000
4220-66015	Community Events	\$10,000

In regard to the DBA's request, options to consider include:

1. Fund the 2020 Christmas Stroll and 2021 Summer Stroll in the full amount of the DBA's request of \$24,800 (\$21,000 – direct funding, \$3,800 in-kind services) utilizing a combination of funds.
2. Fund the 2020 Christmas Stroll at this time utilizing a combination of funds and defer consideration of the 2021 Summer Stroll. Contribution amount would be \$12,400 (\$10,500 - direct funding, \$1,900 in-kind services).
3. Limit the City's contribution to the \$7,500 budgeted in Account No. 4220-66004 for the Christmas Stroll.
4. Do not contribute funds to the 2020 Christmas Stroll.

For reference purposes, a list of community contributions and community events funded in FY 19/20 are included as Attachment 4.

**Recommendation:**

Consider the Downtown Business Association's Sponsorship Request for the 2020 Christmas Stroll and 2021 Summer Stroll.

**Attachments:**

1. Downtown Business Association Sponsorship Application
2. Yuba Sutter Arts Council Sponsorship Application

3. Beale Military Liaison Council Sponsorship Application
4. Community Contributions and Community Events funded in FY 19/20

Prepared by:

*/s/ Brad McIntire*

Brad McIntire  
Community Services Director

Submitted by:

*/s/ Diana Langley*

Diana Langley  
Interim City Manager

Reviewed by:

Finance

City Attorney

SM

SLC by email

## **ATTACHMENT 1**



## COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization YC DBA Non-Profit ID/ 501 C# 94-2720957

Address 409 CENTER ST, STE A City/State/Zip YUBA CITY CA 95991

Contact Person SANDEE DROWN Phone (530) 8132058 Email INFO@YUBACITYDOWNTOWN.COM

Organization Purpose/Mission SEE ATTACHED

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 2020 CHRISTMAS AND 2021 SUMMER STROLL

Event Location PLUMAS STREET SHOPPING DISTRICT

Event Date/Time CS 12/12/20 2-8PM SS 6/20/21 3-9PM

Expected Number of Participants CS 1200 / SS 12,000

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: OUR STROLLS ATTRACT PEOPLE FROM OUTSIDE OUR COMMUNITY AND PROVIDES OPPORTUNITY TO SHOWCASE OUR COMMUNITY.
- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: THE PLUMAS STREET STROLLS ARE UNIQUELY OURS. THIS BRINGS OUR COMMUNITY TOGETHER AND ATTRACTS COMMUNITY NEIGHBORS TO YUBA CITY.
- Contributes positively to the recognition and image of the City of Yuba City: WE SUPPORT OUR LOCAL DOWNTOWN DISTRICT TO THRIVE AND FIND A VALUE TO HAVING BUSINESSES RESIDE HERE. THIS IS THE HEART OF YC AND PARTNERING WITH THE CITY CONTINUES THE POSITIVE IMAGE FOR A GREAT PLACE TO LIVE.



Type of Sponsorship Requested:

In-kind services – Provide a description of the in-kind services requested: \$3800. — AVERAGE PREP WORK INCLUDES SET UP AND TEAR DOWN OF STREET CLOSURE FOR POLICE.

Funding – Amount requested: \$21,000. — (THIS COVERS INCREASE COST OF YCPD WITH STAFF SHORTAGE / INCREASE OVERTIME HOURS NEEDED FOR POLICE PRESENCE)

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 Sandee Brown Date 10/27/2020

Print Name of Applicant SANDEE BROWN

All requests require the endorsement of a Councilmember. Contact information for Councilmembers is available by calling the City Manager's Office at (530) 822-4602 or visiting the City's website at [www.yubacity.net](http://www.yubacity.net).

Councilmember Endorsement \_\_\_\_\_



## **Yuba City**

### **Downtown Business Association MISSION STATEMENT**

*“To preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.”*

### **DBA Vision Statement**

*“To be known as the Premier Shopping, Dining and Entertainment Destination of the region”*



**PLUMAS STREET**  
SHOPPING DISTRICT



## **ATTACHMENT 2**





**COMMUNITY SPONSORSHIP APPLICATION FORM**

**SECTION I**

Name of Organization Yuba Sutter Arts Council Non-Profit ID/ 501 C# 94-2831238  
Address 624 E STREET City/State/Zip Marysville, CA 95901  
Contact Person DAVID READ Phone 530-749-8065 Email david@yubasutterarts.org  
Organization Purpose/Mission See Attached

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)

**SECTION II**

Type of Event:

- Local Celebration       Athletic       Cultural       Educational  
 Fundraiser       Entertainment       Other General Sponsorship

Event Name \_\_\_\_\_  
Event Location \_\_\_\_\_  
Event Date/Time \_\_\_\_\_  
Expected Number of Participants \_\_\_\_\_

Open to the Public?  Yes       No

**SECTION III**

Type of Sponsorship Requested:

**In-kind services:** All the necessary arrangements must be made well in advance (such as parade permits, road closures, staffing, equipment availability, etc.). In-kind service sponsorship is considered independently from event arrangements. Amount requested: \$ \_\_\_\_\_

Services requested: \_\_\_\_\_

**Monetary Sponsorship:** Amount requested \$ 10,000 -

Please explain how your event meets one or more of the sponsorship criteria below (attach a separate page if needed):

- 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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SECTION IV:**

- 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 *David Read* Date 3-24-2020

Print Name of Applicant DAVID READ  
*EXECUTIVE DIRECTOR FOR*  
*YUBA SUTTON ARTS*

**SECTION V (City Administration Use Only)**

**Approved**

**Denied**

Signature: \_\_\_\_\_ Mayor Date: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Notes: \_\_\_\_\_





Board of Directors

President  
Narinder Dhaliwal

Vice President  
Gene Branaman

Secretary  
Alondra Bains

Treasurer  
Tom Galvin

Mark Bradley

Alden Denny

Shon Harris

Terry Docherty

Sharon Foote

Mike Leahy

Stephanie McKenzie

Linda Plummer

Lila Rivera

Aleksandar Tica

Caitlyn Warwick

Mike Ziegenmeyer

Staff

Executive Director  
David Read

Managing Director  
Abbie Cesena

Yuba Sutter Arts  
530 742-ARTS (2787)

Gallery  
624 E Street  
Marysville

Theater  
630 E Street  
Marysville

yubasutterarts.org

/YubaSutterArts530  
 @YubaSutterArts530

Tax ID: 94-2831238

March 24, 2020

Ms. Terrel Locke  
Assistant to the City Manager  
City of Yuba City  
1201 Civic Center Blvd.  
Yuba City, CA 95993

Dear Ms. Locke,

Enclosed please find our request for annual, non-specific sponsorship funding for FY 2020-2021 from the City of Yuba City. We very much appreciate and value our ongoing collaboration with the City to bring public art projects to the forefront for all residents.

We have many plans to continue the work we have been doing including more wall murals, utility box murals, neon alley, creating a destination art piece with the water tower and providing management services for the almost completed Sutter Theater.

Here are our responses to the sections of the Application Form:

**Section I**

**YSA Mission Statement**

Yuba Sutter Arts exists to expand artistic awareness of and engagement in the arts, to encourage local communities to reach their full potential by developing arts programs that serve their needs, and to provide access to the arts in rural and under-served areas throughout Sutter and Yuba counties.

We play an essential role in our communities to ensure the highest quality and widest variety of arts and cultural activities and presentations are available for our community. We do this because our community needs it, and because we are looked to for leadership, expertise and inspiration. Our vision is for our region to experience art every day and to recognize the arts in the everyday.

**Section II**

Our request is not for any specific event or project. Rather it is for an annual sponsorship like that provided by the City for FY 2019-2020. This funding helps us with basic operational costs so that we can continue our work for the City and in the community and applying for new grants like the "Neon Alley" project on Plumas Street including the refurbishment of historic neon signs donated to YSA by the City.





Ms. Terrel Locke  
March 24, 2020  
Page Two

### **Section III**

Sponsorship of Yuba Sutter Arts helps to boost the economy by developing a culture of *creative placemaking*. The term refers to a community's investment in arts and culture — which means using the arts to develop an area where people want to live, work and congregate.

The key is to treat the arts as an essential part of the city's identity. Successful creative placemaking builds the economy at the local level, enhances surrounding non-arts businesses and provides job opportunities and ways for individuals to participate in activities associated with the arts and cultural events. The results bring people together, spark community pride and create a more vibrant "place."

Yuba Sutter Arts works everyday to help build community and foster a sense of pride among its residents. As an example, we are deeply involved with the schools providing outside resources to ensure a level art playing field for students. We are co-founders of the Families Learning in Play (FLIP) arts education program for 0-5 year olds, we hold our annual Very Special Arts Festival for special needs students at Butte Vista School and we offer ongoing grant funded programs for Yuba City High School, River Valley High School, Feather River Academy and Albert Powell High School.

There is no denying the popularity of the highly successful "Cover It!" utility box mini-mural program which brings a smile to everyone's face when encountering one of these works of art. They City-funded boxes have spawned several copycat mini-murals as private property owners including the Yuba-Sutter Fairgrounds have commissioned their own utility box art projects.

Future engagement this year will involve Yuba Sutter Arts taking on management of the nearly completed Sutter theater. We will bring our programming experience to this new destination theater in the heart of Yuba City and bring award-winning acts and entertainers while also hosting many of our talented local performers.

Yuba Sutter Arts will continue to contribute to Yuba City's image as an arts and culture destination far beyond its borders. As the economic epicenter of Yuba-Sutter, it is imperative that it have partners in the community that have proven themselves and that can continue to provide positive results as we work together to enhance the quality of life for all.

Ms. Terrel Locke  
March 24, 2020  
Page Three

I would be delighted to make a presentation to the City of Yuba City City Council in support of this request.

Thanks so much for your support.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Read", is positioned above the printed name and title.

David Read  
Executive Director

Attachment

## **ATTACHMENT 3**





## COMMUNITY SPONSORSHIP APPLICATION FORM

### SECTION I

Name of Organization BMLC, INC Non-Profit ID/ 501 C# 32-0443955

Address PO BOX 1808 City/State/Zip Yuba City, CA 95992

Contact Person Janie Nall Phone 530.218.2121 Email jsn@c-mp.com

Organization Purpose/Mission advocate, educate, & partner for Beale AFB to retain & recruit missions and improve the quality of life for the Airmen and their families

#### 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)

### SECTION II

#### Type of Event:

- Local Celebration       Athletic       Cultural       Educational  
 Fundraiser       Entertainment       Other annual advocacy support

Event Name \_\_\_\_\_

Event Location \_\_\_\_\_

Event Date/Time \_\_\_\_\_

Expected Number of Participants \_\_\_\_\_

Open to the Public?    Yes       No

### SECTION III

#### Type of Sponsorship Requested:

**In-kind services:** All the necessary arrangements must be made well in advance (such as parade permits, road closures, staffing, equipment availability, etc.). In-kind service sponsorship is considered independently from event arrangements. Amount requested: \$ \_\_\_\_\_

Services requested: \_\_\_\_\_

**Monetary Sponsorship:** Amount requested \$ 2500.00

Please explain how your event meets one or more of the sponsorship criteria below (attach a separate page if needed):

- Boosts the local Yuba City economy: Beale adds an economic impact of more than \$627m annually to the region. We advocate for our existing missions and new follow on missions. We advocate for the needs of Beale critical to the successful execution of mission
- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: Our region is privileged to have the base as part of our community and the support we give has a long lasting impact to the Airmen and their families
- Contributes positively to the recognition and image of the City of Yuba City: BMLC works to develop relationships to both local and visiting Air Force leadership, fostering a positive image of the community. In addition, our visits and meetings to Virginia and Washington, DC support the community's efforts to support Beale AFB.

**SECTION IV:**

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 Janice Soohoo Nall Date March 27, 2020

Print Name of Applicant Janice Soohoo Nall

**SECTION V (City Administration Use Only)**

**Approved**

**Denied**

Signature: \_\_\_\_\_ Mayor Date: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Notes: \_\_\_\_\_

## **ATTACHMENT 4**



## Community Contributions and Community Events Funded in FY 19/20

### Downtown Business Association Strolls – Account No. 4220-66004

Organization	Sponsorship Amount	Description
Downtown Business Association	\$7,500	2019 Christmas Stroll
	\$7,500	2020 Summer Stroll*

\*Due to COVID-19, the 2020 Summer Stroll was canceled. However, Council authorized the use of the funds for the Plumas Street Marketplace.

### Community Contributions – Account No. 4220-66010

Organization	Sponsorship Amount	Description
Yuba Sutter Arts	\$10,000	General Contribution
Community Memorial Museum	\$5,000	Flooding Exhibit

### Community Events – Account No. 4220-66015

Organization	Sponsorship Amount	Description
Beale Military Liaison Council	\$1,500	General Contribution*
Yuba Sutter Chamber of Commerce	\$2,500	2019 Swan Festival
	\$1,200	Taste of Yuba Sutter
	\$1,250	Chamber Gala
Community Memorial Museum	\$1,000	Trees & Traditions
City of Marysville	\$5,000	4 <sup>th</sup> of July Fireworks

\*The BMLC Contribution was funded out of two accounts.