

CITY OF YUBA CITY  
STAFF REPORT

**Date:** February 2, 2021  
**To:** Honorable Mayor & Members of the City Council  
**From:** Administration  
**Presented by:** Ciara Wakefield, City Clerk Administrator

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**Summary**

**Subject:** City Sponsorship Requests  
**Recommendation:** Consider sponsorship requests from the Beale Military Liaison Council and the Yuba-Sutter Arts Council  
**Fiscal Impact:** \$2,500 – Beale Military Liaison Council  
\$2,500 – Yuba-Sutter Arts Council

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**Purpose:**

Review and discuss a Community Sponsorship Request by the Beale Military Liaison Committee and the Yuba-Sutter Arts Council.

**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.

The following sponsorship requests were received this quarter:

1. Beale Military Liaison Council – General sponsorship in the amount of \$2,500
2. Yuba Sutter Arts Council – General sponsorship in the amount of \$2,500

Beale Military Liaison Council

The Beale Military Liaison Council (BMLC) is a non-profit organization focused on improving the quality of life for airmen and their families. Their purpose is to advocate, educate and partner for the needs Beale Air Force Base and their mission. The BMLC works to develop relationships with both local leaders and visiting Air Force leadership, fostering a positive image of the community.

Yuba-Sutter Arts Council

Yuba Sutter Arts is a non-profit organization that has been serving this region since 1981. Their mission is to expand artistic awareness and engagement in the arts, and 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 Yuba and Sutter Counties.

**Fiscal Impact:**

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

Account Number	Description	Funding Available
4220-66010	Community Contributions	\$15,000
4220-66015	Community Events	\$7,000

**Recommendation:**

Consider the general sponsorship requests from the Beale Military Liaison Council and the Yuba-Sutter Arts Council

Attachments:

- A. Beale Military Liaison Council Sponsorship Application
- B. Yuba-Sutter Arts Council Sponsorship Application
- C. Amended Community Sponsorship Policy

Prepared by:

Submitted by:

*/s/ Ciara Wakefield*

Ciara Wakefield  
City Clerk Administrator

*/s/ Diana Langley*

Diana Langley  
Interim City Manager

Reviewed by:

Finance

SM

City Attorney

SLC by email

# ATTACHMENT A



## 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 B



## COMMUNITY SPONSORSHIP APPLICATION FORM

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 Sponsorship Requested:

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

Funding – Amount requested: \$2,500 (Revised from original request)

### Type of Organization:

- Non-Profit (located and/or primarily serves residents within the City of Yuba City) KALAHARA Studios  
 Educational Institution 565 Reeves  
 Local business (located within City of Yuba City city limits) Yuba City

### Type of Event:

- Local Celebration  Athletic  Cultural  Educational  
 Fundraiser  Entertainment  Other GENERAL Sponsorship

Event Name VARIOUS

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: See Attached  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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


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

**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 1-27-2021

Print Name of Applicant DAVID RESO  
Executive Director





January 27, 2021

Ms. Judy Sanchez  
Executive Assistant  
City of Yuba City  
1201 Civic Center Blvd.  
Yuba City, CA 95993

Board of Directors

President  
Narinder Dhaliwal

Vice President  
Gene Branaman

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Nancy Santana

Karm Bains

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

f /YubaSutterArts530  
@YubaSutterArts530

Tax ID: 94-2831238

Dear Ms. Sanchez,

Enclosed please find our revised 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, and providing management services for the almost completed Sutter Theater. In addition to acquiring the Sutter Theater, we also currently lease artist studio space at 565 Reeves Avenue.

Here are our responses to the narrative 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 a "Neon Alley" project on Plumas Street including the refurbishment of historic neon signs donated to YSA by the City.



### **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 ownership and 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 and students.

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. Judy Sanchez  
January 27, 2021  
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 written over the typed name.

David Read  
Executive Director

Attachment

# ATTACHMENT C



## **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 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 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
- .
  - Applications shall be submitted to the Office of the City Manager by March 31<sup>st</sup> 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 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 1<sup>st</sup> through June 30<sup>th</sup> of every year). The application due date will be March 31<sup>st</sup>. 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
  - 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



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 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.