

CITY OF YUBA CITY
STAFF REPORT

Date: May 18, 2021
To: Honorable Mayor & Members of the City Council
From: Administration
Presented by: George Barlow, Analyst

Summary

Subject: City Sponsorship Requests

Recommendation:

- A. Consider a Sponsorship request from the Yuba Sutter Chamber of Commerce of \$1,100.00 In-kind for use of the Senior Center Facility.
- B. Consider a Sponsorship request from the Downtown Business Association of \$10,500.00 for the Summer Stroll event.
- C. Consider a Sponsorship request from the Downtown Business Association of \$1,900.00 In-kind for the Summer Stroll street closure services.

Fiscal Impact: \$1,100.00 – In-kind sponsorship for the Yuba Sutter Chamber of Commerce use of the Senior Center Facility
\$10,500.00 – Monetary sponsorship for the DBA's Summer Stroll and
\$1,900.00 – In-kind for Summer Stroll street closure services

Purpose:

Review and discuss a Community Sponsorship Request by the Yuba Sutter Chamber of Commerce and the Downtown Business Association.

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 quarterly.
- 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.

The following sponsorship requests were received:

1. Yuba Sutter Chamber of Commerce (Membership Campaign) In-kind event sponsorship of \$1,100.00 for the Senior Center Facility use fee. The Chambers event was held from May 3, 2021, to May 5, 2021.
2. Downtown Business Association (DBA) Summer Stroll sponsorship of \$10,500 for the Downtown Summer Stroll on June 19, 2021.
3. Downtown Business Association (DBA) Summer Stroll – In-kind sponsorship of \$1,900.00 for the Street closure services.

Yuba Sutter Chamber of Commerce

The Chamber of Commerce is a nonprofit membership organization whose members are local businesses invested in developing their business and its people, growing our economy, and strengthening our community. The Chamber works with members to invest in a broad range of initiatives that support Yuba and Sutter County as the best place to live, work, play and do business.

The Yuba Sutter Chamber of Commerce is an independent organization. While the Chamber works closely with community partners, they are not a part of the City of Yuba City, Visit Yuba-Sutter, or the Economic Development Corporation. The Chamber is a nonprofit organization funded by membership investment from local businesses. Like most professional and trade associations, they are categorized as a non-tax-exempt 501(c)(6) organization.

The Yuba-Sutter Chamber of Commerce is governed exclusively by our local board of directors and is run by professional staff who work to serve and advance the interest of our members.

Downtown Business Association

Downtown Business Association's Business Improvement District (BID) is crucial to the economic survival of the downtown merchants especially as our economy continues to improve after the effects of COVID. The assessment district's funds market the downtown whereas some individual merchants would not be able to market on their own.

The DBA is currently managing the marketing efforts for downtown and will continue to do so for the district. Revenue from the assessments levied in the BID is used to fund improvements and activities to promote the District. The types of activities to be funded include Promotion of public events; promotion of tourism, and; activities that benefit businesses located and operating in the BID.

Analysis:

Yuba Sutter Chamber of Commerce's annual membership campaign is a catalyst for business growth. Members benefit from a full range of services and tools that can be a catalyst for growth. The Yuba Sutter Chamber of Commerce communicates to consumers that a company uses good business practices, is reputable, cares about its consumers, and is involved with its community.

The Chamber works on behalf of its members and other local business interests in government. The Chamber informs local and regional officials of the impact of legislation on our economy here in the local area. The Yuba City Senior Center was used for the membership drive headquarters this year. The \$1,100.00 Facility use fee is the City's standard rate based on hours and equipment used for the three days.

Downtown Business Association (DBA) Plumas Street Strolls are one-of-a-kind events for our City and a way to bring our community together. The Strolls showcase local businesses and promote the products they sell. The Downtown Strolls provide an opportunity to showcase our Historic Downtown District.

On November 3, 2020, Council approved sponsorship funding for the Downtown Business Association's 2020 Christmas Stroll for \$12,400. \$10,500 direct funding, \$1,900 in-kind services funding. The 2020 Christmas Stroll was canceled due to the stay-at-home orders during that time.

On April 6, 2021, Council approved the (DBA) request to use the previously issued funds for the 2020 Christmas Stroll of \$10,500 towards the Spring Festival event on April 17, 2021, with an in-kind sponsorship of \$466.44 for street closure services.

Staff has provided Attachment 3, for Council's review of the Yuba City Downtown Business Associations April 2021, profit & loss statement. The profit & loss statement shows that the (DBA's) income for the Spring Festival was \$3,550.00 from sponsorships and vendor booths and expenses approximately \$2,350.00 from the Spring Festival event in April. In addition, the DBA has indicated a total of \$3,000.00 in invoices that will be paid in May for costs associated with the Spring Festival.

Fiscal Impact:

\$1,100.00 – In-kind sponsorship for the Yuba Sutter Chamber of Commerce use of the Senior Center Facility.

\$10,500.00 – Monetary sponsorship for the DBA's Summer Stroll and \$1,900.00 – In-kind for Summer Stroll street closure services.

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

| Account Number | Description | Funding Available |
|----------------|-------------------------|-------------------|
| 4220-66004 | DBA Strolls | \$0.00 |
| 4220-66010 | Community Contributions | \$10,000 |
| 4220-66015 | Community Events | \$2,000 |

Recommendation:

- A. Consider a Sponsorship request from the Yuba Sutter Chamber of Commerce of \$1,100.00 In-kind for use of the Senior Center Facility.

- B. Consider a Sponsorship request from the Downtown Business Association of \$10,500.00 for the Summer Stroll event.
- C. Consider a Sponsorship request from the Downtown Business Association of \$1,900.00 In-kind for the Summer Stroll street closure services.

Attachments:

- 1. Yuba Sutter Chamber of Commerce Sponsorship Application
- 2. Downtown Business Association Sponsorship Application
- 3. DBA April Profit & Loss Statement
- 4. Amended Community Sponsorship Policy

Prepared by:

/s/ George Barlow
George Barlow
Analyst

Reviewed by:

Finance
City Attorney

Submitted by:

/s/ Dave Vaughn
Dave Vaughn
City Manager

SM

SLC by email

ATTACHMENT 1



COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization Yuba Sutter Chamber of Commerce Non-Profit ID/ 501 C# 94-1731239

Address 1300 Franklin Road City/State/Zip Yuba City CA 95993

Contact Person Marni Sanders Phone 530-645-1620 Email msanders@yubasutterchamber.com

Organization Purpose/Mission We support business as a partner by promoting economic growth and development opportunities that serve to enhance economic vitality.

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 membership

Event Name Membership Campaign

Event Location Yuba City Senior Center

Event Date/Time May 3-5 Half day on May 3rd and full days May 4-5

Expected Number of Participants 40 per day

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:** Supporting this Chamber event means supporting local business. A strong business community gives a significant boost to our economy.
- **Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community:** This is an incredible opportunity to boost morale and bring community together. This event brings more 100 volunteers across our business sectors together to support the common good of the Chamber and by that support, supports the Yuba City business community.
- **Contributes positively to the recognition and image of the City of Yuba City:** Supporting this event demonstrates Yuba City's commitment to supporting the business community.

Type of Sponsorship Requested:

In-kind services – Provide a description of the in-kind services requested: the use of the Yuba city Senior Center for the membership campaign event

Funding – Amount requested: \$ 1,100.⁰⁰ (Facility Use Fee) ^{BMC}

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 Marni Sanders Date 4/27/2021

Print Name of Applicant Marni Sanders

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.

Councilmember Endorsement _____

ATTACHMENT 2



COMMUNITY SPONSORSHIP APPLICATION FORM

SECTION I

Name of Organization Yuba City Downtown Business Association Non-Profit ID/ 501 C# 6
Address P.O. Box 146 City/State/Zip Yuba City, Ca 95992
Contact Person Sandee Drown Phone 530-755-1620 Email info@yubacitydowntown.com
Organization Purpose/Mission See attached - Mission & Vision Statement

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 _____

Event Name Summer Stroll Festival 2021
Event Location Historic Downtown Plumas District
Event Date/Time June 19, 2021
Expected Number of Participants 18K
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: \$ 1900 Public Works

Services requested: _____

Monetary Sponsorship: Amount requested \$ 10,500

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: _____
We support our local Downtown Businesses and other businesses to promote to sell their products and services.

- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: _____
The Plumas Street Stroll are uniquely ours. They belong to our community and bring our community together.

- Contributes positively to the recognition and image of the City of Yuba City: _____
Our Strolls attract people from outside our community and provide opportunity to showcase our Historic District.

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 Sandee Drown Date 3/25/21

Print Name of Applicant Sandee Drown

SECTION V (City Administration Use Only)

Approved

Denied

Signature: _____ Mayor Date: _____

Amount: \$ _____ Notes: _____

ATTACHMENT 3

Yuba City Downtown Business Assoc.
Profit & Loss
January through December 2021

| | Jan - Dec 21 |
|---------------------------------|--------------|
| Ordinary Income/Expense | |
| Income | |
| Associate Member Dues | 3,000.00 |
| BID Dues | 17,235.46 |
| Event - Insurance | 225.00 |
| Event - Sponsorships | 1,250.00 |
| Event - Vendor Booths | 2,300.00 |
| Income - Miscellaneous Services | 336.00 |
| Sub-Let | 600.00 |
| Total Income | 24,946.46 |
| Gross Profit | 24,946.46 |
| Expense | |
| Bank Service Charges | 64.08 |
| Beautification / St Mtnc | 500.00 |
| Business Meeting Expenses | 192.35 |
| Dues and Subscriptions | 59.96 |
| Employee Expense; Workmans Comp | 6.45 |
| Equipment Rental | |
| Tents and Staging | 350.00 |
| Total Equipment Rental | 350.00 |
| Event Expense | |
| Band & Entertainment Expense | 2,000.00 |
| Total Event Expense | 2,000.00 |
| Internet Services | 339.48 |
| Maintenance | 160.00 |
| Marketing & Promo | 6,293.91 |
| Office Supplies | 283.73 |
| Payroll Expenses | 7,175.00 |
| Postage and Delivery | 55.00 |
| Rent | 2,505.00 |
| Security | 240.00 |
| Supplies | 374.56 |
| Taxes | |
| Payroll | 835.89 |
| Total Taxes | 835.89 |
| Telephone Expense | 300.10 |
| Undesignated Funds | 1,000.00 |
| Total Expense | 22,735.51 |
| Net Ordinary Income | 2,210.95 |
| Net Income | 2,210.95 |

ATTACHMENT 4

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 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 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
 - 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.



COMMUNITY SPONSORSHIP APPLICATION FORM

SECTION I

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

Address _____ City/State/Zip _____

Contact Person _____ Phone _____ Email _____

Organization Purpose/Mission _____

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 _____

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 \$ _____

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 _____ Date _____

Print Name of Applicant _____

SECTION V (City Administration Use Only)

Approved

Denied

Signature: _____ Mayor Date: _____

Amount: \$ _____ Notes: _____