

CITY OF YUBA CITY
STAFF REPORT

Date: January 18, 2022
To: Honorable Mayor & Members of the City Council
From: Administration Department
Presentation By: George Barlow, Management Analyst

Summary

Subject: Administrative Policy – Community Sponsorship Policy
Recommendation: Adopt a Resolution to amend the Administrative Policy for Community Sponsorships
Fiscal Impact: There is no fiscal impact associated with the adoption of the revised Community Sponsorship Policy

Council's Strategic Goal:

Community Sponsorships provide the overarching strategic goal of quality of life.

Purpose:

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

Background:

At the City Council meeting on March 19, 2019, City Council adopted the current administrative policy for City-sponsorship of community events. After reviewing and administering the Community Sponsorship Policy for almost three years, staff is recommending a revision to the current Policy. The intent of the recommended revisions is to create efficiencies in the sponsorship program and better align current practices with the needs of the applicant.

- A red-lined version of the policy is included as an attachment to this report.

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

Recommendation:

Adopt a Resolution to amend the Administrative Policy for Community Sponsorships.

Attachments:

1. Resolution - Administrative Policy - Community Sponsorship
2. Red-lined Administrative Policy - Community Sponsorship
3. Amended Administrative Policy - Community Sponsorship

Prepared By:
George Barlow
Management Analyst

Submitted By:
Diana Langley
City Manager

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
ADOPTING THE AMENDED 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.

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 January 18, 2022 by the following vote:

AYES:

NOES:

ABSENT:

Dave Shaw, Mayor

ATTEST:

Cira Wakefield, City Clerk Administrator

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP

ATTACHMENT 2

RED-LINED COMMUNITY SPONSORSHIP POLICY

OVERVIEW:

The City of Yuba City recognizes the importance of providing support for community events, or non-profit programs 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~~

The purpose of this policy is to set parameters for the waiver of City facility and support services as in-kind donations and monetary sponsorships for community programs conducted by local organizations seeking sponsorships that are not designated in the City's budget.

GENERAL POLICY:

The budget for the Community Sponsorship Program shall be established by City Council each year during the annual budget process. ~~The f~~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.

~~Sponsorships Applications~~ will ~~only~~ be ~~provided~~ considered for events and organizations meeting the eligibility criteria stated in this policy. The City Manager's Office will review sponsorship applications and make a recommendation to 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.

IN-KIND SERVICES:

In-kind donations is a non-cash contribution made to a non-profit organization for City services such as those services provided by Public Works like road closures for events, or waiver of facility rental fees. In-kind donations help non-profits access City Services that would otherwise be unaffordable, or free up resources to be spent on something else.

FACILITY FEE WAIVER:

Financial support, by way of reduced fees or fee waiver, may be approved by the City Manager in cases of hardship for facility use through this program on costs less than \$1,000.00. Fee waiver requests over \$1,000.00 will go before City Council for approval.

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

MONETARY FUNDING:

All monetary requests for events or non-profit programs made through the City's Community Sponsorship program will go before City Council at a regular Council meeting. The Sponsorship Applications will be presented to Council quarterly on a first come first serve basis. In most cases this would occur at the first Council meeting in January, April, July, and October.

FUNDRAISER GIFT BASKET:

The Fundraiser Gift Basket Community Sponsorship request has been established for non-profit organizations that meet the requirements below. This will provide additional Capital Campaign or fundraising support for non-profits at their event with a local products and City logo items gift basket. Gift basket requests will be submitted to the City Manager's Office for approval.

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.~~

APPLICATION REVIEW/APPROVAL:

Cash Sponsorship applications will be ~~accepted and reviewed on an on-going basis processed quarterly and submitted to the City Council for approval.~~ ~~The City Council allocates limited budget for the program.~~ ~~The City Manager's Office will advise the organizer when the request will go before the City Council.~~ ~~The organizer should be present at the City council meeting to respond to questions in most cases.~~ Sponsorship Approval of sponsorship is determined on a case-by-case basis related to each independent event or program the eligibility requirements, purpose and goals, ~~of each independent event.~~

~~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

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 Manager's Office will advise the applicant of their application status within ten (10) business days of application submittal.

ELIGIBILITY CRITERIA:

Event or Program Types

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

1. For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgment of receipt of said proceeds from that non-profit organization with the post-program financial affidavit.

2. Programs must be open to the public and free of charge, except programs may charge participant fees, but not admission fees (gate, parking, ticket, or otherwise).

3. The sponsoring organization must also agree to do the following (failure to do so will result in future ineligibility):

a. Obtain all required permits, clearances, insurances, and program authorizations within time restraints in compliance with the City of Yuba City Code, policies, and Special Events Policy requirements.

b. When applicable, allow the City of Yuba City to have a sponsor booth at the program/event if the City so desires (at programs/events where a sponsorship booth is appropriate) to distribute information regarding City services and community programs. This booth shall be provided at no cost to the City.

c. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e., logo display, sponsor table, advertising benefits, etc.).

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.



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 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 Program or Event:

- Local Celebration
- Athletic
- Cultural
- Educational
- Fundraiser
- Entertainment
- Other _____

Program or Event Name _____

Event Location _____

Event Date/Time _____

Expected Number of Participants _____

Open to the Public? Yes No

Please explain how your program or 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: _____

Type of Sponsorship Requested:

In-kind services – Amount requested: _____

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

~~Facility Waiver~~ – Amount requested: _____

~~Funding~~ Monetary Funding – Amount requested: _____

Fundraiser Gift Basket – Amount requested: _____

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 _____

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 3

AMENDED COMMUNITY SPONSORSHIP POLICY

OVERVIEW:

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City sponsorship reflects the 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:

The purpose of this policy is to set parameters for the waiver of City facility and support services as in-kind donations and cash sponsorships for community programs conducted by local organizations seeking sponsorships that are not currently in the City's budget.

GENERAL POLICY:

The budget for the Community Sponsorship Program shall be established by City Council each year during the annual budget process. The 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.

Applications will be considered for events and organizations meeting the eligibility criteria stated in this policy. The City Manager's Office will review sponsorship applications and make recommendations to City Council for final approval. 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 maintain a balance of funds available.

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

IN-KIND SERVICES:

In-kind donations is a non-cash contribution made to a non-profit organization for City services such as those services provided by Public Works like road closures for events, or waiver of facility rental fees. In-kind donations help non-profits access City Services that would otherwise be unaffordable, or free up resources to be spent on something else.

FACILITY FEE WAIVER:

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- A 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 meet the criteria within this policy
- Indication of what type of sponsorship is needed for the program
- Outline of the event marketing plan

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Factors that will be considered during the approval process include:

- Resources available (e.g., budget, staff, workload capacity, etc.)
- Compatibility with the strategic goals of the City Council and mission of Yuba City.

- Impact of the event on City facilities
- Risk to the City
- The ability of the organization to obtain liability insurance naming the City as additional insured
- The benefit to the community

Upon receipt of the Community Sponsorship Request, the City Manager's office will review to ensure applicability and consistency with said policy. The City Manager's Office will advise the applicant of their application status within ten (10) business days of application submittal.

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b. When applicable, allow the City of Yuba City to have a sponsor booth at the program/event if the City desires (at programs/events where a sponsorship booth is appropriate) to distribute information regarding City services and community programs. This booth shall be provided at no cost to the City.

c. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e., logo display, sponsor table, advertising benefits, etc.).

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- 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.



COMMUNITY SPONSORSHIP APPLICATION FORM

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

Address _____ City/State/Zip _____

Contact Person _____ Phone _____ Email _____

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- Other _____

Program or Event Name _____

Event Location _____

Event Date/Time _____

Expected Number of Participants _____

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Please explain how your program or 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: _____

Type of Sponsorship Requested:

In-kind services – Amount requested: _____

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

Facility Waiver – Amount requested: _____

Monetary Funding – Amount requested: _____

Fundraiser Gift Basket – Amount requested: _____

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 before distribution of event materials.

If the City agrees to sponsor the event, I understand that appropriate ADA accessibility and other permit requirements 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 _____