

CITY OF YUBA CITY
STAFF REPORT

Date: May 17, 2022
To: Honorable Mayor & Members of the City Council
From: Administration Department
Presentation By: George Barlow, Management Analyst

Summary

Subject: Community Sponsorship Request

Recommendation: A. Adopt a Resolution to approve a monetary Sponsorship request from the Downtown Business Association of \$10,500.00 for the sponsorship of the 2022 Summer Stroll

B. Approve an In-Kind sponsorship request from the Downtown Business Association of \$1,900.00 for Public Works Services

C. Authorize the Finance Director to record a supplemental appropriation in the amount of \$6,000.00 from Account No. 4120-66020 - Tourism

Fiscal Impact: \$10,500 Monetary sponsorship total, and \$1,900.00 In-kind sponsorship. \$6,000.00 - Account No. 4120-66020 (Tourism), \$4,500.00 - Account No. 4220-66004 (DBA Strolls)

Council's Strategic Goal:

The overarching strategic goal of "Quality of Life."

Purpose:

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

Background:

On January 18, 2022, Council adopted an Amended Community Sponsorship Policy which specifies the following factors that will be considered during the approval process:

- All monetary sponsorship requests will be approved by the City Council at a public meeting.
- Resources available (e.g., budget, staff, workload capacity, etc.)
- Compatibility with the strategic goals of the City Council and the mission of Yuba City.
- Impact of an event on City Facilities.

- Risk to the City.
- The ability of the organization to obtain liability insurance naming the City as an additional insured.
- The overall benefit to the community.

Downtown Business Association

The 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 the promotion of public events; the promotion of tourism, and activities that benefit businesses located and operating in the BID.

Analysis:

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.

During the FY21/22 Budget Process, the DBA submitted a sponsorship request for \$21,000 for the 2021 Christmas Stroll and the 2022 Summer Stroll. After the approval of the FY21/22 Budget, the DBA Stroll budget line item was approved for funding in the amount of \$15,000. In November 2021, the City Manager approved an additional \$3,000.00 for the total requested amount of \$10,500 for the 2021 Christmas Stroll. The remaining balance in Account 4220-66004 of \$4,500 for the 2022 Summer Stroll is \$6,000 short of the needed funding of \$10,500 for the Summer Stroll.

Account Number	Description	Funding Available
4220-66004	DBA Strolls	\$4,500.00
4220-66010	Community Contributions	\$0
4220-66015	Community Events	\$0

Fiscal Impact: \$10,500 Monetary sponsorship, and \$1,900.00 In-kind sponsorship. \$6,000.00 - Account No. 4120-66020 (Tourism), \$4,500.00 - Account No. 4220-66004 (DBA Strolls)

Recommendation:

- Adopt a Resolution to approve a monetary Sponsorship request from the Downtown Business Association of \$10,500.00 for the sponsorship of the 2022 Summer Stroll
- Approve an In-Kind sponsorship request from the Downtown Business Association of \$1,900.00 for Public Works Services.
- Authorize the Finance Director to record a supplemental appropriation in the amount of \$6,000.00 from Account No. 4120-66020 - Tourism

Attachments:

1. RESOLUTION - Community Sponsorship Request (DBA)
2. 2022 Summer Stroll Sponsorship Request (DBA)

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 APPROVING
COMMUNITY SPONSORSHIP REQUEST FOR, DOWNTOWN BUSINESS ASSOCIATION**

WHEREAS, The Downtown Business Association, a 501(c)(3) non-profit organization, is requesting community sponsorship funds for the 2022 Summer Stroll; and,

WHEREAS, the City Council of the City of Yuba City ("City Council") finds that the listed are nonprofit organizations with financial hardships that serves an important public purpose to the community insofar as the public will receive some intrinsic cultural, economic, educational, or entertainment value from the program; and

NOW, THEREFORE, the City Council of the City of Yuba City does hereby resolve as follows:

Section 1. That the City Council finds the above recitals true and correct.

Section 2. The City Council finds that the Downtown Business Association 2022 Summer Stroll Community Sponsorship request meets the criteria for consideration of such request because the applicant is a nonprofit with financial hardships that services an important public purpose, and according approves the sponsorship request of \$10,500.00 for the Downtown Business Association 2022 Summer Stroll. \$4,500 from Account No. 4220-66004 (DBA Strolls).

Section 3. The City Council approves a supplemental appropriation in the amount of \$6,000.00 from Account No. 4120-66020 (Tourism).

Section 4. If any section, subsection, sentence, clause, phrase, or portion of this Resolution, or the application thereof to any person or circumstances, is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such invalidity or unconstitutional section, subsection, sentence, clause, phrase of this Resolution are declared to be severable. The City Council hereby declares that it would have adopted this Resolution and each section, subsection, sentence, clause, phrase, part or portion thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, phrases, parts or portions thereof be declared invalid or unconstitutional.

Section 5. This Resolution shall take effect immediately and that the Deputy City Clerk shall certify the adoption of this Resolution.

The foregoing Resolution of the City Council of the City of Yuba City is duly introduced, PASSED AND ADOPTED at a regular meeting thereof held on this 17th day of May, 2022 by the following vote:

AYES:

NOES:

ABSENT:

Dave Shaw, Mayor

ATTEST:

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon L. Chaffin, City Attorney

ATTACHMENT 2



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 *Kristel Martin* Date _____

Print Name of Applicant _____

SECTION V (City Administration Use Only)

Approved

Denied

Signature: _____ Mayor Date: _____

Amount: \$ _____ Notes: _____