

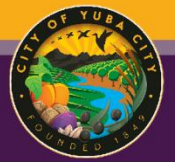


Community Sponsorship Requests

July 19, 2022

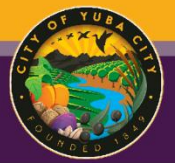


Presentation By:
Diana Langley, City Manager



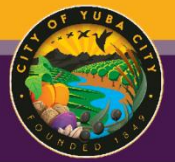
Background

- January 2022 – Council adopted an Amended Community Sponsorship Policy
 - Intent
 - The public will receive some intrinsic cultural, economical, educational, or entertainment value from the event
 - Application Review
 - Sponsorship applications will be presented to Council quarterly on a first-come, first-serve basis, generally at the first Council meetings in January, April, July, and October
 - Eligibility Criteria
 - 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
 - Organizations that demonstrate that they can meet the necessary requirements of the agreement



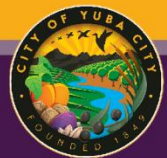
Request – Alliance for Hispanic Advancement

- Provide resources for Hispanic businesses such as training to enhance their businesses in fiscal management, staff development, technical support, and leadership training
- Host hiring events that provide bilingual staff to assist in interviewing skills
- Host career events to introduce various career opportunities, the training necessary for those careers, and provide financial assistance



Request – Yuba Sutter Arts & Culture

- Mural Marathon
 - 5 artists will have 48 hours (Friday to Sunday) to complete their 20'x24' murals on the Church Street side of the Sutter Theater Center for the Arts.
 - Host art festival on the street and adjacent parking lot
 - Total Cost - \$30,000
 - Requesting matching funds against grants previously required
- Utility Box Murals
 - 5 hand-painted mini murals @ \$1,000 each



Request – Yuba Sutter Arts & Culture



Mural Marathon – Sutter Performing Center for the Arts



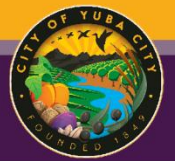
Previous Utility Box Murals



Fiscal Impact

Fiscal Year 22/23 Budget

Description	Available Annually	Available Quarterly
Community Contributions	\$15,000	\$3,750
Community Events	\$10,000	\$2,500



Recommendation

- A. Adopt a Resolution to approve a monetary sponsorship request from the Alliance for Hispanic Advancement (AHA) of up to \$6,000 to advance Hispanic heritage in our local communities through community action, educational enhancement, and economic development
- B. Adopt a Resolution to approve a monetary sponsorship request from Yuba Sutter Arts & Culture of up to \$10,000 for the support of a Mural Marathon and Utility Box Mini Mural Event in Yuba City