

CITY OF YUBA CITY  
STAFF REPORT

**Date:** March 19, 2019  
**To:** Honorable Mayor & Members of the City Council  
**From:** Administration  
**Presentation by:** Diana Langley, Interim City Manager

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**Summary**

**Subject:** Administrative Policy – Community Sponsorship Policy

**Recommendation:** Adopt a Resolution Establishing an administrative policy to set guidelines for City sponsorship of community events/organizations

**Fiscal Impact:** Historically, \$55,000 has been budgeted annually for City sponsorship of community events. Council may set a budget limit as part of the annual budget preparation process

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**Purpose:**

To promote significant and special community events 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:**

The City does not have a formal written policy for Councilmembers and the public to request sponsorship of community events. At the City Council meeting on February 19, 2019, Council requested that staff bring forward an administrative policy for City-sponsorship of community events.

Past practice has been that Councilmembers or staff identify community events for sponsorship without a formal approval process. Below is a list of events/organizations traditionally sponsored by the City:

- Sister City Association
- Sutter Community Museum
- The Acting Company – Children’s Theater Program
- Yuba Sutter Arts
- Downtown Summer Stroll
- Downtown Christmas Stroll
- Sutter Library Citizens Academy
- Chamber of Commerce
- Yuba-Sutter Stand Down
- Marysville Stampede (police services)
- Exchange Club Officer of the Year Dinner
- Farm Bureau
- Beale Military Liaison Committee (BMLC)

In addition, there are often small non-profit community serving events of short duration that require Police Department involvement through rolling traffic closures, etc. An example of this would be a motorcycle toy run. Direction from the City Manager's office for these events has been that the Police Department should be allowed discretion for fee/service (in-kind) cost waivers of up to fifty percent (50%) of the cost, not to exceed a \$500 City contribution per event, with an annual cumulative contribution for all events not to exceed \$2,500. In the past, funding for the waivers was paid through the City Manager's budget, if available.

### **Analysis:**

The City Clerk's office sent a request to the League of California Cities City Clerk's Department "list-serve" asking for other agencies community sponsorship policies and did not receive any responses. Staff conducted online research and found policies for five (5) California agencies: City of El Centro, City of Novato, City of Riverside, City of Anaheim, and City of Stockton. After review of the policies, common themes are as follows:

- Purpose of Sponsorship:
  - Support non-profit organizations serving residents/community
  - Cultural, athletic and educational enrichment
  - Promotion of the City as a desirable place to live, visit and do business
- Types of Support:
  - Monetary funding
  - In-kind services
- Eligibility Criteria:
  - Obtain all required permits, clearances, insurances and program authorizations
  - Event must be open to the general public
  - Event must contribute positively to the recognition and image of the City
  - Acknowledge the support of the City where appropriate
  - Allow the City to have space at the event if the City so desires
  - Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels
- Oversight:
  - City Manager's office responsible for accounting for the community sponsorship fund; keep a listing of all organizations and programs receiving sponsorships; and shall maintain a balance of funds available.
- Application Process:
  - Community sponsorship application required
  - Monetary Funding Requests - City Manager's office reviews applications and forwards recommendation to City Council for approval
  - In-Kind Services Requests – City Manager's office reviews applications and makes final determination for approval.

In consideration of the other agency's policies, staff has prepared a draft Community Sponsorship Policy, which is included as Attachment 1. Upon Council direction, staff will prepare and finalize the policy.

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.

**Fiscal Impact:**

Historically, \$55,000 has been budgeted annually for City sponsorship of community events. Council may set a budget limit as part of the annual budget preparation process.

**Alternatives:**

1. Do not formalize a community sponsorship policy.
2. Modify the draft Community Sponsorship Policy as deemed appropriate by Council.

**Recommendation:**

Adopt a Resolution Establishing an administrative policy to set guidelines for City sponsorship of community events/organizations.

**Attachments:**

1. Resolution
2. Draft Community Sponsorship Administrative Policy

**Prepared and Submitted by:**

*/s/ Diana Langley*

Diana Langley  
Interim City Manager

**Reviewed by:**

Finance

RB

City Attorney

SLC by email

# ATTACHMENT 1

RESOLUTION NO. \_\_\_\_\_

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY  
ADOPTING 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 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 March 19, 2019 by the following vote:

AYES:

NOES:

ABSENT:

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\_\_\_\_\_  
Shon Harris, Mayor

ATTEST:

\_\_\_\_\_  
Patricia Buckland, City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY

\_\_\_\_\_  
Shannon Chaffin, City Attorney  
Aleshire & Wynder, LLP

# ATTACHMENT 2

## **DRAFT 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 processed on a first-come, first-serve 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 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.

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
- Application shall include the written endorsement of at least one Councilmember.

### **APPLICATION REVIEW/APPROVAL:**

Sponsorship applications will be accepted and reviewed on an on-going basis. The City Council allocates 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.

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 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.



## 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 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

Please explain how your 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 – Provide a description of the in-kind services requested: \_\_\_\_\_

\_\_\_\_\_

Funding – 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](http://www.yubacity.net).**

**Councilmember Endorsement** \_\_\_\_\_