CITY OF YUBA CITY STAFF REPORT

Date: July 20, 2021

To: Honorable Mayor & Members of the City Council

From: Administration

Presented by: George Barlow, Administrative Analyst 1

Summary

Subject: Community Sponsorship Requests

Recommendation: A. Consider a monetary Sponsorship request from the Beale Military Liaison Council of \$2,500.00 for support in enhancing the quality of life

for Beale Airmen and their families

B. Consider an In-kind Sponsorship requests, then adopt a Resolution waiving the facility use fees for the following organizations:

1. The Acting Company of \$4,400.00 for Shakespeare in the Park at Gauche Aquatic Park

- 2. The Alzheimer's Association of \$1,025.00 for the walk to End Alzheimer's at Gauche Aquatic Park
- 3. The Yuba-Sutter-Colusa United Way of \$1,360.00 for the Community Resource Fair at Gauche Aquatic Park
- 4. The Yuba-Sutter-Colusa United Way of \$1,075.00 for the 5k/10k Spooktacular river run starting at Gauche Aquatic Park

Fiscal Impact:

Monetary sponsorship in the amount of \$2,500.00, and In-kind sponsorships in the amount of \$7,860.00.

Purpose:

City sponsorships 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.

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:
 - o 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 from:

Beale Military Liaison Council

Founded in 1985, BMLC (Beale Military Liaison Council) is a non-profit 501(c)3 organization that raises funds and awareness for programs that support Beale AFB and make a difference in the lives of the men, women and their families stationed there.

BMLC maintains ongoing dialogue with Air Force leaders, elected officials and relevant community organizations to ensure Beale, the center for High Altitude Intelligence, Surveillance and Reconnaissance, or HAISR, remains viable and top of mind.

Their mission includes an unwavering commitment to enhance the quality of life for Beale Airmen and their families by improving their facilities, their welfare and morale and ultimately, their experience at Beale AFB and within our communities. Some objectives are directly accomplished through our fundraising efforts and the generous support of the communities surrounding Beale.

The Acting Company

The Acting Company is a community theater in the Yuba-Sutter area that was founded in 1984.

Up to 1983, hybrid Yuba City High School/community musicals were staged in the school's cafeteria. At the close of a production of Carousel, Curt Schroeder, Pat Hill, and Dexter Black, having grown tired of staging shows in unsuitable venues, joined in establishing Theatre '86, named for the target date for breaking ground on a performing arts venue for the Yuba and Sutter Counties area.

Pat Hill, the secretary of Lincoln Elementary School, staged melodramas in the cafeteria at Gray Avenue Intermediate School where Curt was teaching at the time. Dexter was a teacher at Lincoln and part of melodrama group.

Magic Theater, the children's arm of the company and long a stepchild to their main stage shows, acquired a program director and expanded the number of shows each year to seven. Summer acting workshops and Saturday classes are great successes, often with long waiting lists.

Alzheimer's Association

Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's® is the world's largest fundraiser for Alzheimer's care, support and research. This inspiring event calls on participants of all ages and abilities to join the fight against the disease.

While there is no fee to register for Walk, all participants are encouraged to raise critical funds that allow the Alzheimer's Association to provide 24/7 care and support and advance research toward methods of prevention, treatment and, ultimately, a cure.

Yuba-Sutter-Colusa United Way

The Yuba-Sutter-Colusa United Way is committed to creating long-lasting changes with measurable improvements for people in need within our three-county area (Yuba, Sutter and Colusa) by focusing our efforts on building blocks for a better life.

As part of that commitment, Yuba-Sutter-Colusa United Way invests in high-performing non-profit organizations that provide programs and services that align with our strategic priorities/impact areas in three ways:

Funds are allocated annually to Yuba-Sutter-Colusa United Way Partner Agencies through the Citizen's Review and Allocations Process.

Direct Targeted Investments: These investments are funds designated by donors to specific 501(c)3 non-profit organizations located anywhere.

Community Impact Grants: These grants are directed toward high quality local programs that benefit the citizens of Yuba, Sutter and Colusa counties. Funding is granted to any non-profit 501 (c) organization through a competitive application process each year. The current round of funding is directed to programs serving youth, the aging population and community homelessness.

Analysis:

Beale Military Liaison Council (BMLC) has established ongoing efforts to raise funds for the support of local Beale Air Force Base personnel and their families. FY19/20 Council approved a community sponsorship request for \$2,500. The BMLC lists Yuba City and other sponsoring agencies on their website at https://bmlc.org. The Beale Military Liaison Council's monetary sponsorship request for \$2,500 is an annual request for support.

The Acting Company brings together a very diverse cast to perform Shakespeare in the Park, September 17-19, 24-26 and October 1-3, 2021. The Acting Company's In-kind sponsorship request for \$4,400.00 will cover the Gauche Aquatic Park Facility Rental Fees.

Alzheimer's Association Walk to End Alzheimer's® is scheduled for Saturday, September 11, 2021 at 8:00 am for registration. The Alzheimer's Association In-kind sponsorship request for \$1,025.00 will cover the Gauche Aquatic Park Facility Rental Fees.

Yuba-Sutter-Colusa United Way Community Resource Fair will take place Saturday, August 21, 2021. Yuba-Sutter-Colusa United Way's In-kind sponsorship request for \$1,360.00 will cover the Gauche Aquatic Park Facility Rental Fees. The 5K/10K Spooktacular River Run is Saturday, October 30, 2021. Yuba-Sutter-Colusa United Way's In-kind sponsorship request for \$1,075.00 will cover the Gauche Aquatic Park Facility Rental Fees.

Fiscal Impact:

Monetary sponsorship in the amount of \$2,500.00, and In-kind sponsorships in the amount of \$7,800.00.

In the FY 21/22 budget, funds available as follows:

Account Number	Description	Funding Available
4220-66010	Community Contributions	\$15,000
4220-66015	Community Events	\$10,000

Recommendation:

- A. Consider a monetary Sponsorship request from the Beale Military Liaison Council of \$2,500.00 for support in enhancing the quality of life for Beale Airmen and their families
- B. Consider an In-kind Sponsorship requests, then adopt a Resolution waiving the facility use fees for the following organizations:
 - 1. The Acting Company of \$4,400.00 for Shakespeare in the Park at Gauche Aquatic Park
 - 2. The Alzheimer's Association of \$1,025.00 for the walk to End Alzheimer's at Gauche Aquatic Park
 - 3. The Yuba-Sutter-Colusa United Way of \$1,360.00 for the Community Resource Fair at Gauche Aquatic Park
 - 4. The Yuba-Sutter-Colusa United Way of \$1,075.00 for the 5k/10k Spooktacular river run starting at Gauche Aquatic Park

Attachments:

- 1. Resolution Adopting waiver of City facility rental fees
- 2. Beale Military Liaison Council Sponsorship Application
- 3. The Acting Company Sponsorship Application
- 4. The Alzheimer's Association Sponsorship Application
- 5. Yuba-Sutter-Colusa United Way Community Resource Fair Sponsorship Application
- 6. Yuba-Sutter-Colusa United Way 5k/10k Spooktacular Run Sponsorship Application

Submitted by:
(

<u>/s/ George Barlow</u> <u>/s/ Dave Vaughn</u>

George Barlow Dave Vaughn Administration Analyst 1 City Manager

Reviewed by:

Finance <u>SM</u>

City Attorney SLC by email

RESOL	LITION	NO	
KESUL	NOITON	NO.	

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY APPROVING A FEE WAIVER FOR THE ACTING COMPANY, ALZHEIMER'S ASSOCIATION, AND THE YUBA-SUTTER-COLUSA UNITED WAY, WAIVING CITY FACILITY RENTAL FEES

WHEREAS, The Acting Company, a 501(c)(3) non-profit organization, is hosting Shakespeare in the Park on September 17-19, 24-26 and October 1-3, 2021, at Gauche Aquatic Park; and,

WHEREAS, The Alzheimer's Association, a 501(c)(3) non-profit organization, is hosting Walk to End Alzheimer's®, on September 11, 2021, at Gauche Aquatic Park; and,

WHEREAS, The Yuba-Sutter-Colusa United Way, a 501(c)(3) non-profit organization, is hosting the Community Resource Fair, on August 21, 2021, and the 5K/10K Spooktacular River Run, on October 30, 2021, at Gauche Aquatic Park; and,

WHEREAS, the Acting Company, Alzheimer's Association, and Yuba-Sutter-Colusa United Way submitted an application for fee adjustment of City facilities to host events at the Yuba City Gauche Aquatic Park; 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 event; and

WHEREAS, the City Council desires to waive the City facility rental fees

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 Acting Company request to waive facility rental fees meets the criteria for consideration of a fee waiver for City rental facilities because the applicant is a nonprofit with financial hardships that services an important public purpose, and according waives the fee of \$4,400.00 for the Gauche Aquatic Park.

<u>Section 3</u>. The City Council finds that the Alzheimer's Association request to waive facility rental fees meets the criteria for consideration of a fee waiver for City rental facilities because the applicant is a nonprofit with financial hardships that services an important public purpose, and according waives the fee of \$1,025.00 for the Gauche Aquatic Park.

<u>Section 4</u>. The City Council finds that the Yuba-Sutter-Colusa United Way request to waive facility rental fees meets the criteria for consideration of a fee waiver for City rental facilities because the applicant is a nonprofit with financial hardships that services an important public purpose, and according waives the fee of \$1,360.00, and \$1,075.00 for the Gauche Aquatic Park.

<u>Section 5.</u> 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.

<u>Section 6.</u> 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 20th day of July, 2021 by the following vote:

AYES:	
NOES:	
ABSENT:	
ATTEST:	Marc Boomgaarden, Mayo
Ciara Wakefield, Deputy City Clerk	APPROVED AS TO FORM COUNSEL FOR YUBA CITY
	Shannon L. Chaffin, City Attorney



SECTION I			
Name of Organization BMLC, In	С	Non	-Profit ID/ 501 C# <u>32-044395</u> 5
Address P O Box 1808		City/State/Z	z _{ip} Yuba City, CA 95992
Contact Person Janie Nall	Phone 530	-218-2121	Emailjsn@c-mp.com
Organization Purpose/Mission <u>™</u>			
Type of Organization: ■ Non-Profit (located and/or pring Educational Institution □ Local business (located within			e City of Yuba City
SECTION II			
	Athletic Entertainment	□ Cultural	□ Educational
Event Name	T		
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 nece parade permits, road closures, state is considered independently from	illian enillament	ついつけつわけがい へもへ	\
Services requested:			
■ Monetary Sponsorship: Amo	unt roquests d & ?	2500.00	
onotary oponsorship. Amor	uni 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: National Socurity in California is 6% of our state's economy and provides \$23.6B in tax revenue shared by every county in the state. Our region is fortunate to have Beale provide an additional \$647.5M in economic impact, with their airmen, civilian employees and their families living in our neighborhoods, shopping in our stores, & attending services of their faith. Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: Although less than 1% of our nation's population has volunteered to join our military, the men and women who may be your next door neighbors proudly serve to defend our country of which our community is a part of. Many have taken opportunity for both to engage in a long lasting relationship with fond memories of our community when it is time for them to move to their next assignment. Many have chosen to retire here because of the community. Contributes positively to the recognition and image of the City of Yuba City: BMLC's strong relationship with state and federal elected officials has cultivated a strong community image. Our advocacy in Virginia (home of Air Combat Command) and in DC is focused on maintaining existing and recruiting new missions, which will result in a stronger, more vibrant local economy. 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. Jule S Male Date March 11, 2021 Signature of Applicant

SECTION V (City Administration	Use Only)		
☐ Approved			☐ Denied
Signature:		Mayor	Date:
Amount: \$	Notes:		

Print Name of Applicant Janice Nall



Name	e of Organizatio	n The Acting Com	pany	Nor	n-Profit ID/ 501 C#_68-0037694
Addre	ess_815 B Street			City/State/2	Zip _ Yuba City, CA 95991
Conta	act Person_Tony	Kurlan	Phone_71	4-599-6725	Email_ajkurlan@sbcglobal.net
Orgai	nization Purpos	e/Mission	Share the Magic of	Live Theater	
■ No	of Organization n-Profit (located lucational Institu cal business (lo	d and/or prima ition			e City of Yuba City
□ Lo	of Event: cal Celebration ndraiser		nletic tertainment	■Cultural □Other	□Educational
Event	t Name_Shakespea	re int the Park			
Event	t LocationGauc	he Aquatic Park			
Event	t Date/Time_Sept	ember 17-19, 24-26	and October 1-3		
Exped	cted Number of	Participants_	Approx 15 Actores & Supp	ort Staff	
Open	to the Public?	■ Yes	□ No		
Pleas •	Boosts the loc	cal Yuba City	economy: The	Acting Company has bee	orship criteria below: en 'dark' since March 2020 due to COVID-19. or six Main Stage productions each year along
	with four Magic Th	eatre (children's theat	ter) productions. Mai	ny attendees make a 'day	of it' by going out for lunch or dinner before/after
		ectly participating in \			
٠	community, a	nd engage ou	r community:	nmunity, foster a Brings together a very d ughout the ayuba Sutter a	sense of pride within our liverse audience as well as a diverse cast for each area.
•	support members ha	ive won various Elly a	awards (best in the S	and image of the acramento area, bring rec	City of Yuba City: Actors, directors and cognition of the talent here in Yua ity, which also
	contributes to 'out-or	-towners' visiting to s	ee our shows.		

■ In-kind services – Provide a description of the in-kind services requested: RThis would be a co-sponsored event (The Acting Company and the /City of Yuba City Present)
Rental of GAP facilities: \$4,400.
☐ 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.
Planets stand by Ton Visitor
Signature of Applicant Tony Kurlan Date: 2021 06.08 10.49 20.0700 Date June 8, 2021
Signature of Applicant Tony Kurlan Print Name of Applicant Tony Kurlan Date June 8, 2021 Print Name of Applicant Tony Kurlan
Olghature of Applicant
Print Name of Applicant
Olgriditate of Applicant



Name o	f Organization_Alzhein	ner's Association	Non-P	rofit ID/ 501 C#_13-3039601
Address	236 W. East Avenue, Suit	e A, PMB 301	_ City/State/Zip	Chico, CA 95926-7236
Contact	Person_Cheryl Brunk	Phone_209-98	8-1517	Email_cbrunk@alz.org
Organiz	ation Purpose/Missic	The Alzheimer's Association leads the way to and Abl	heimer's and all other dementis, we eccelera	ile global research, drive risk reduction and early delection, and maximize quality (
■ Non-F	ational Institution	primarily serves residithin City of Yuba City		City of Yuba City
Type of □ Local ■ Fundı	Celebration	□Athletic □Entertainment	□Cultural □Other	□Educational
Event N	ame Yuba City Walk to E	nd Alzheimer's		
Event Lo	ocation_Gauche Aquatic	Park		
Event D	ate/Time_Saturday, Sep	tember 11, 2021 8 am- 11 am		
Expecte	d Number of Particip	ants_ ³⁰⁰		
Open to	the Public? ■ Yes	□No		
• E	Boosts the local Yuba Association providing educat	ion, services to families and pr	alk to End Alzheimer's ofessionals, including	is the signature event of the Alzheimer's
-		luded in the fight against the d	·	
• F	Provides an opportun community, and enga to join the fight against the d participants and community p	ity to help build comm ge our community: This isease. A local planning comm partners to coordinate an excep	unity, foster a se s inspiring event calls on ittee of over a dozen ptional event experience	ense of pride within our on participants of all ages and abilities volunteers work year round to recruit one. The event includes sponsorship is and more for all in attendance.
				ty of Yuba City: A planning
	• •	•	•	rdinate an exceptional event experience.
		s, refreshments, kid's activities, a photo b		
a	nd inspiring experience for a	all those in attendance demons	strating our partnership	to all citizens.

Type of Sponsorship Requested:	
■ In-kind services — Provide a description of the in-kind Gauche Aquatic Park and restroom facilities on the day of the Walk and the	d services requested: The donation of evening before the walk for set up.
☐ Funding – Amount requested: \$ 1, 0 25 -	(over fees for location an
Other Considerations:	Parks employees.
■ I understand that if the City agrees to sponsor the evon all printed information or advertising related to the excity and provide any written marketing material to the City and provide any written marketing material to	vent using a message approved by the
■ I understand that if the City agrees to sponsor the ev provided.	ent, appropriate ADA accessibility will be
■ I understand that sponsorship is optional and the City	y can deny this sponsorship application.
Signature of Applicant Olylles	Date April 30, 2021
Print Name of Applicant Cheryl Brunk	
All requests require the endorsement of a Councilmember Councilmembers is available by calling the City Manager City's website at www.yubacity.net .	
Councilmember Endorsement	



Name of Organization Yuba-Su	tter-Colusa United Way	Non-P	Profit ID/ 501 C#_ 94-1668459			
Address P.O. Box 122		_ City/State/Zip	Marysville, CA 95901			
Contact Person Bob Harlan	Phone 530-743	-1847	Email terry@yscunitedway.org			
Organization Purpose/Missi	OU To imbrore lines ph mopilizing	resources to meet the ne	eeds of our community.			
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 □ Fundraiser	□Athletic □Entertainment	□Cultural □Other	■Educational			
Event Name Yuba-Sutter-Colusa Un	ited Way Community Resource Fa	ir				
Event Location Sam Brannan Park						
Event Date/Time Saturday, August 21, 2021						
Expected Number of Participants 600						
Open to the Public? ■ Yes □ No						
Please explain how your ev		•	ship criteria below:			
community, and eng	age our community: Up sources to attendees about the vita	to 60 non-profit and gove	sense of pride within our ernment agencies will set up booths provides to the community, mostly for the			
The City of Yuba City will be sp	y to the recognition an consoring a free event for citizens to e will name the City of Yuba City as	o learn more about low-c	City of Yuba City:ost and no-cost programs and services			

Type of Sponsorship Requested:
■ In-kind services – Provide a description of the in-kind services requested: Waiver of rental fees for the use of the barbecue areas (section15 on map), restrooms and the park area for the Community Resource Fair.
□ 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 Jolet Jol
Print Name of Applicant Robert R. Harlan
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



Name of Organization	me of Organization_Yuba-Sutter-Colusa United Way		Non-Profit ID/ 501 C#_94-1668459	
Address P.O. Box 122		_ City/State/Zip	Marysville, CA 95901	
Contact Person Bob Harla	Phone 530-743	-1847	Email_terry@yscunitedway.org	
Organization Purpose/	Mission To improve lives by mobilizing	resources to meet the n	eeds of our community.	
☐ Educational Institution	and/or primarily serves resid on ated within City of Yuba City		City of Yuba City	
Type of Event: ☐ Local Celebration ☐ Fundraiser	□Athletic □Entertainment	□Cultural □Other	□Educational	
Event Name_Live United-Ru	n United 5K/10K Spooktacular River Run			
Event Location Gauche Ac	uatic Park			
Event Date/Time Saturda	ay, October 30, 2021			
Expected Number of F	Participants 300			
Open to the Public?	■ Yes □ No			
•	our event meets one or more al Yuba City economy:	of the sponsor	ship criteria below:	
community, an support our 28 local no	pportunity to help build commod engage our community: Properties to the provide vital services to the provide which is focused on education for passing the provided vital services.	ceeds from the Spookta the community. Proceed	acular River Run helps YSC United Way s will also help support the launch of our new Born	
•	sitively to the recognition an gnized as a sponsor of this event that suppose.	•	· · · · · · · · · · · · · · · · · · ·	

Type of Sponsorship Requested:			
■ In-kind services – Provide a description of the in-kind services requested: Waived use fees for the use of Gauche Park, the restrooms, the use of traffic cones to guide runners, and the intermittent road closures near the park as runners proceed on the route.			
□ 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.			
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