

CITY OF YUBA CITY
STAFF REPORT

Date: July 19, 2022
To: Honorable Mayor & Members of the City Council
From: Administration Department
Presentation By: Diana Langley, City Manager

Summary

Subject: Community Sponsorship Requests

Recommendation: Consider the Sponsorship Requests from the Alliance for Hispanic Advancement and Yuba Sutter Arts & Culture, and if approved:

A. Adopt a Resolution to approve a monetary Sponsorship request from the Alliance for Hispanic Advancement (AHA) of up to \$6,000.00 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 the Yuba Sutter Arts & Culture of up to \$10,000.00 for the support of a Mural Marathon and Utility Box Mini Mural event in Yuba City

Fiscal Impact: Monetary Sponsorships in the amount up to \$16,000.00

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.

The following sponsorship requests were received from:

Alliance for Hispanic Advancement

AHA has over 30 years of local committed leadership, providing multiple services to the Yuba City Hispanic heritage community and business owners. AHA shares the same "Quality of Life" priority as the City does. AHA empowers our Hispanic community to foster pride and commitment to contributing back to our City. AHA is a well-respected and recognized non-profit in the Yuba-Sutter region. These funds would help develop and continue the services and programs, including education, community involvement, and business economics.

Yuba Sutter Arts & Culture

Yuba Sutter Arts & Culture exists to expand artistic awareness and engagement in the arts and culture and to encourage our diverse, underserved, local communities to reach their full potential by experiencing arts programs that serve their needs. Yuba Sutter Arts & Culture plays an essential role in our communities to ensure the highest quality and widest variety of arts & culture activities and programs are available, including performing arts, visual arts, literary arts, and public art for all residents of Sutter and Yuba Counties.

Analysis:

The Amended Community Sponsorship Policy states, "The budget for the Community Sponsorship Program shall be established by City Council each year during the annual budget process", and "applications will be presented to Council quarterly on a first-come, first-serve basis." Through the FY 22/23 Budget, Council established the following.

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

Fiscal Impact:

As noted above, there is \$15,000 budgeted for Community Contributions, which would apply to the AHA request, and \$10,000 budgeted for Community Events, which would apply to the Yuba Sutter Arts & Culture request.

Recommendation:

Consider the Sponsorship Requests from the Alliance for Hispanic Advancement and Yuba Sutter Arts & Culture, and if approved:

- Adopt a Resolution to approve a monetary Sponsorship request from the Alliance for Hispanic Advancement (AHA) of up to \$6,000.00 to advance Hispanic heritage in our local communities through community action, educational enhancement, and economic development
- Adopt a Resolution to approve a monetary Sponsorship request from the Yuba Sutter Arts & Culture of \$10,000.00 for the support of a Mural Marathon and Utility Box Mini Mural event in

Yuba City

Attachments:

1. RESOLUTION - Community Sponsorship Request AHA
2. Alliance for Hispanic Advancement Sponsorship Request
3. RESOLUTION - Community Sponsorship Request Yuba Sutter Arts & Culture
4. Yuba Sutter Arts & Culture Sponsorship Request

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, THE ALLIANCE FOR HISPANIC
ADVANCEMENT (AHA)**

WHEREAS, The Alliance for Hispanic Advancement (AHA), a 501(c)(3) non-profit organization, is requesting community sponsorship funds for their ongoing public program; 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 Alliance for Hispanic Advancement 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 up to \$6,000.00 for the Alliance for Hispanic Advancement (AHA).

Section 3. 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 4. 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 19th day of July, 2022 by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

Dave Shaw, Mayor

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon L. Chaffin, City Attorney

ATTACHMENT 2



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 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 _____

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: _____

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 Margaret Fernandez Date _____

Print Name of Applicant _____

ATTACHMENT 3

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY APPROVING
COMMUNITY SPONSORSHIP REQUEST FOR, THE YUBA SUTTER ARTS & CULTURE**

WHEREAS, The Yuba Sutter Arts & Culture, a 501(c)(3) non-profit organization, is requesting community sponsorship funds for their ongoing public program; 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 Yuba Sutter Arts & Culture 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 up to \$10,000.00 for the Yuba Sutter Arts & Culture.

Section 3. 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 4. 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 19th day of July, 2022 by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

Dave Shaw, Mayor

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon L. Chaffin, City Attorney

ATTACHMENT 4



COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization Yuba Sutter Arts & Culture Non-Profit ID/ 501 C# 94-2831238

Address 624 E Street City/State/Zip Marysville, CA 95961

Contact Person David Rea Phone 530-742-2787 Email david@yubasutterarts.org

Organization Purpose/Mission see attached

Type of Organization:

- Non-Profit (located 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 Creation of Public Art (murals) in Yuba City

Program or Event Name Mural Marathon and Utility Box Mini Murals

Event Location Sutter Theater Center for the Arts and five utility box locations to be determined

Event Date/Time to be determined

Expected Number of Participants 1,000s

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: See Attached

- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: See Attached

- Contributes positively to the recognition and image of the City of Yuba City: See Attached

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: \$ 10,000

Fundraiser Gift Basket – Amount requested: _____

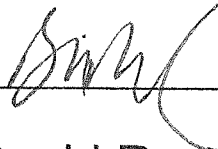
Other Considerations:

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

6-2-22

Print Name of Applicant

David Read

Yuba Sutter Arts & Culture Community Sponsorship Application

Organization Purpose/Mission

Yuba Sutter Arts & Culture exists to expand artistic awareness and engagement in the arts and culture and to encourage our diverse, underserved, local communities to reach full potential by experiencing arts programs that serve their needs. We play an essential role in our communities to ensure the highest quality and widest variety of arts & cultural activities and programs are available including performing arts, visual arts, literary arts and public art for all residents of Sutter and Yuba Counties.

Please explain how your program or event meets one or more of the sponsorship criteria below:

- Program Outline
 - Yuba Sutter Arts & Culture proposes a two-part public arts project. First, we propose to paint five additional Yuba City owned utility boxes with graphic murals to be chosen by a City appointed committee from submissions received following a public call to artists for renderings. The second part of the request is for matching funds for a Yuba City Mural Marathon. Five artists, again chosen by a committee based on submissions, 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. There are five distinct sections to the south facing wall that lend themselves perfectly to this type of event. We will also host an arts festival on the street and adjacent parking lot on Sunday when the artists are wrapping up and during the awards ceremony.

- Boosts the local Yuba City economy
 - Public art projects on any scale attract a lot of attention. The 30+ utility box murals we completed over the past few years have been the single most popular project we have undertaken. Members of the community have taken it upon themselves to create online

projects like “art crawls” where people were encouraged to take selfies with the utility boxes and then add hashtags to compete for gift cards. Talk about community engagement! It was like our own local version of Pokemon Go.

- The Mural Marathon is modeled on the annual event at Circus Circus in Reno. In 2018, we conducted the first local Mural Marathon in Live Oak and transformed a derelict supermarket with five magnificent murals. The Yuba City event will be even bigger. We will bring a large crowd to the Plumas Lake business corridor for a very unique experience. Beginning on Friday, we will have a kickoff “meet the artists” event. Then the artists will begin work on their murals. We will have a community art festival over the course of the weekend with a wrap up party and awards ceremony on Sunday afternoon. The event will be highly publicized, and we anticipate visitors from adjoining counties will come to share the experience. This will be our local version of Wide-Open Walls, the wildly successful annual mural marathon in Sacramento that’s been running for over ten years.
- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community
 - Murals both large and small become selfie destinations. We have seen this over and over again with the murals we have created in Marysville and Live Oak. We want to bring this experience to Yuba City and the Plumas Street Corridor which has significantly more foot traffic than either of the other two cities. The wall murals on the side of the theater will provide remarkable photo opportunities for residents and visitors. This is exactly the sort of thing that helps engender a pride of place sentiment.
- Contributes positively to the recognition and image of the City of Yuba City
 - As the premier city in our region, Yuba City can further cement its leadership role by supporting public art projects of this nature. Studies show that investments in public art can improve street safety, support tourism and new jobs, and combat social

isolation and anxiety. Public art adds enormous value to the cultural, aesthetic and economic vitality of a community. It is a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors.

Budget

Utility Box Murals

Five hand painted mini murals. Includes materials and labor.

\$1,000 each \$5,000

Mural Marathon

Five murals approximately 20'x24'.

Funds will be used as matching funds against previously acquired funding for the project for a total project budget of \$30,000.

\$3,000 each \$15,000

Total Grant Request **\$20,000**