

CITY OF YUBA CITY  
STAFF REPORT

**Date:** October 4, 2022  
**To:** Honorable Mayor & Members of the City Council;  
**From:** Administration Department  
**Presentation By:** George Barlow, Management Analyst

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**Summary**

**Subject:** Community Sponsorship Requests  
**Recommendation:** Consider the sponsorship requests from the Sutter County Community Memorial Museum Association, and if approved:  
A. Adopt a Resolution to approve a monetary sponsorship request from the Sutter County Community Memorial Museum Association of up to \$1,000.00 for sponsorship of the Annual Trees & Traditions fundraiser event  
**Fiscal Impact:** Monetary Sponsorship in the amount of up to \$1,000.00 - Account No. 4220-66015 (Community Events)

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**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:

- The City Council will approve all monetary sponsorship requests 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:

**Sutter County Community Memorial Museum Association**

The Museum is a partnership between Sutter County and the Community Memorial Museum Association, a non-profit 501(c)(3) organization. The Association supports all of the public programming aspects of the Museum, including education programs, fundraising events, temporary exhibits, updates to permanent exhibits, and the Museum Store.

The Sutter County Museum shares local stories to strengthen community bonds, inspire the celebration of our diverse cultural heritage, and demonstrate how understanding the past prepares us for the future.

**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 Budgeted	Funding Available
4220-66010	Community Contributions	\$15,000	\$11,250
4220-66015	Community Events	\$10,000	\$7,500

As noted above, the budgeted funds are to be considered and allocated on a quarterly basis, which provides \$3,750 quarterly for Community Contributions and \$2,500 quarterly for Community Events. On July 19, 2022, Council authorized a Community Contribution of \$3,750 to the Alliance for Hispanic Advancement and a Community Events sponsorship of \$2,500 to Yuba Sutter Arts & Culture.

**Fiscal Impact:**

Monetary Sponsorship in the amount of up to \$1,000.00 from Account No. 4220-66015 (Community Events).

**Recommendation:**

Consider the sponsorship request from the Sutter County Community Memorial Museum Association, and if approved:

- A. Adopt a Resolution to approve a monetary sponsorship request from the County Community Memorial Museum Association of up to \$1,000.00 for the sponsorship of the annual Trees & Traditions fundraiser event.

**Attachments:**

1. RESOLUTION - Community Sponsorship Request Sutter County Community Memorial Museum Assoc
2. Sponsorship Application Sutter Community Memorial Museum Assoc

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 SUTTER COUNTY COMMUNITY  
MEMORIAL MUSEUM ASSOCIATION**

**WHEREAS**, The Sutter County Community Memorial Museum Association, 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 Sutter County Community Memorial Museum Association, a nonprofit organizations that serves an important public purpose to the community insofar as the public will receive cultural, and educational enrichment 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 Sutter County Community Memorial Museum Association provides events that benefit Yuba City residents. The requested fundraising event is for a qualified non-profit organization that primarily serves Yuba City residents, is open to the general public, and will contribute positively to the recognition and image of the city. Proceeds from the event will help bring innovative, education programs to inspire and celebrate the community's diverse population. Accordingly, the City Council approves the sponsorship request of up to \$1,000 for the Sutter County Community Memorial Museums Association's "Trees and Traditions: Home for Christmas.

Section 3. 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 4<sup>th</sup> day of October, 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

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Shannon L. Chaffin, City Attorney

## ATTACHMENT 2



April 29<sup>th</sup>, 2022

Diana Langley  
City of Yuba City  
1201 Civic Center Blvd  
Yuba City, CA 95993

Dear Diana,

After a two-year hiatus, we are thrilled to announce the return of our 41<sup>st</sup> annual fundraising event! *Trees and Traditions: Home for Christmas* is scheduled for Friday, December 2<sup>nd</sup>. We hope you'll join us for an evening filled with delicious hors d'oeuvres, festive drinks, live music, and, of course, holiday trees and traditions. All proceeds from this event—through silent auction, live auctions (new this year!) & fabulous raffle prizes—benefit the Community Memorial Museum Association and help us to continue bringing innovative, educational programs to the Sutter County Museum that inspire and celebrate our community's diverse population.

We have recently completed a Master Plan that builds on the Museum's strong foundation and will guide us through redeveloping our permanent exhibitions in the coming years. The planning process identified themes that every visitor should experience, drawing inspiration from our cultural heritage and its impact on the future growth of our region. Donations and sponsorships raised from *Trees and Traditions* will directly help us implement our Master Plan.

You graciously provided **\$1,000 sponsorship** for our past Trees & Traditions gala—thank you! Please consider renewing your contribution. The exclusive benefits of becoming a sponsor are included with this letter.

If you are unable to be a sponsor this year, we would love to have a contribution in the form of an in-kind gift, or multiple in-kind gifts, to be used as auction or raffle prizes. We are asking that these gifts be at least a \$100 value to ensure that every guest feels that they won something absolutely fantastic.

Thank you for your consideration. A member of the Association will be in touch to follow-up on this letter after July 31<sup>st</sup>. If you have any questions or would like to donate, please contact Marika Garcia, our Development Officer, at (530) 443-3797 or megarcia@co.sutter.ca.us. More information about the Museum can be found on our website at [suttercountymuseum.org](http://suttercountymuseum.org).

Warm regards,

Thank you for your support!

Molly Bloom  
Museum Director and Curator

## Trees & Traditions 2022: Sponsor Levels & Benefits

### \$250 – Sugar Cookies

- ✧ Name in Appeal Democrat ad\*
- ✧ Name listed on event signage\*
- ✧ Name listed on event promotions\*

### \$500 – Silver Bells

- ✧ Name in Appeal Democrat ad
- ✧ Listing on our website
- ✧ Name listed on event signage\*
- ✧ Name listed on event promotions\*
- ✧ 2 tickets to Trees & Traditions

### \$750 – Gold Rings

- ✧ Name in Appeal Democrat ad\*
- ✧ Listing on our website
- ✧ Listing on our Facebook page
- ✧ Name listed on event signage\*
- ✧ Name listed on event promotions\*
- ✧ 4 tickets to Trees & Traditions
- ✧ Business Basic Membership

### \$1,000 – Shining Stars

- ✧ Logo in Appeal Democrat ad\*
- ✧ Logo on our website
- ✧ Logo on our Facebook page
- ✧ Name listed on event signage\*
- ✧ Name listed on event promotions\*
- ✧ 6 tickets to Trees & Traditions
- ✧ Name listed on event ticket\*\*
- ✧ Business Basic Plus Membership

### \$2,500 – It's A Wonderful Life

- ✧ Logo in Appeal Democrat ad\*
- ✧ Logo on our website
- ✧ Logo on our Facebook page
- ✧ Logo on event signage\*
- ✧ Logo on event promotions\*
- ✧ 10 tickets to Trees & Traditions
- ✧ Logo on event ticket\*\*
- ✧ Opportunity to display Company Banner at event
- ✧ Business Sustaining Membership

\*Confirmation of sponsorship must be received by September 2, 2022 to guarantee this benefit

\*\*Confirmation of sponsorship must be received by August 2, 2022 to guarantee this benefit



COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization Sutter County (Community Memorial Museum Assoc.) Non-Profit ID/ 501 C# 94-2427735  
 Address 1333 Butte House Rd. City/State/Zip Yuba City, Ca. 95992  
 Contact Person Molly Bloom Phone 530 822 7171 Email mbloom@suttercountymuseum.org  
 Organization Purpose/Mission Sutter County Museum

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
- Fundraiser
- Athletic
- Entertainment
- Cultural
- Other
- Educational

Program or Event Name Trees & Traditions  
 Event Location Sutter County Museum  
 Event Date/Time December 2, 2022 5pm  
 Expected Number of Participants 200+

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: Highlights the history of the city and 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: \$ 1,000

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 Wade Kirchner Date 9.16.2022

Print Name of Applicant Wade Kirchner