



Report to City Council

TO: Mayor and City Council

FROM: Patty Rodriguez, Acting Manager of the Office of the Mayor and City Council/City Clerk

AGENDA DATE: September 17, 2024

TITLE: OFFICE OF THE MAYOR AND CITY COUNCIL SPONSORSHIP PROGRAM (REPORT OF: CITY CLERK)

TITLE SUMMARY: Fiscal Year 24/25 Sponsorship Program

Recommendation(s)

That the City Council:

1. Approve the annual \$60,000 Office of the Mayor and City Council Sponsorship Program.

SUMMARY

Mayor Cabrera and Mayor Pro Tem Barnard have proposed an annual sponsorship budget of \$60,000 for events and programs, which is now presented to the City Council for consideration.

Per Policy 2.13 – City Sponsorship, any person or entity requesting City sponsorship typically must submit a Sponsorship application to the City Manager, who may then refer the request to the City Council. However, as the Sponsorship Program has already been included in the approved FY 2024/25 budget, no applications will be required.

Should an organization or event be canceled, unavailable, or unable to utilize the sponsorship as intended, the City Clerk or their designee is authorized to make minor adjustments to the distribution of those funds without needing to return the item to the Council for re-approval.

The proposed sponsorship contributions are as follows:

| ONE-TIME ANNUAL EVENT SPONSORSHIPS | |
|---|--------------------|
| Riverside University Health System Medical Center - Festival of Trees Gala | \$8,500.00 |
| Moreno Valley Community Band – Wind Symphony Quarterly Events | \$6,000.00 |
| Southwest Veterans' Business Resource Center, Inc. Event | \$4,000.00 |
| Veteran Support Services – Daisy Walk | \$2,500.00 |
| Think Together – Spring Event | \$2,500.00 |
| Riverside University Health System Foundation - Pinwheels for Prevention | \$2,500.00 |
| Riverside County Workforce Development Board - Jamil Dada Character Excellence Youth Awards | \$2,500.00 |
| Riverside County Sheriff's Department - Annual Award Ceremony | \$1,000.00 |
| ORGANIZATION SPONSORSHIPS | |
| Moreno Valley & Val Verde Unified School District Student of the Month Program | \$5,000.00 |
| Power Speaks Louder | \$5,000.00 |
| Pacific Crest Youth Arts Organization SoCal Drum Corps | \$2,500.00 |
| Rising Stars Business Academy YouthBuild | \$2,000.00 |
| Destiny Care Foundation | \$2,000.00 |
| I Can Soar Inc. | \$2,000.00 |
| Handy Blessed Hands – Community Development Corp. | \$2,000.00 |
| Starting Over Inc. | \$2,000.00 |
| Future First Entertainment | \$2,000.00 |
| Crossword Christian Fellowship Church – Food Pantry | \$2,000.00 |
| Muslim Family Foundation | \$2,000.00 |
| Edgemont Women's Club | \$1,000.00 |
| Moreno Valley Trailseekers | \$1,000.00 |
| Total: | \$60,000.00 |

ALTERNATIVES

1. Approve as recommended. Staff recommends this alternative.
2. Do not approve as recommended but provide an alternative direction to staff. Staff recommends this alternative.

FISCAL IMPACT

The above list has no additional fiscal impact to the City as the various sponsorships are budgeted.

NOTIFICATION

Publication of the Agenda

PREPARATION OF STAFF REPORT

Prepared By:
Jasmin Rivera
Executive Assistant to the Mayor and Council Office

Department Head Approval:
M. Patricia Rodriguez
Acting Manager of the Office of the Mayor and City
Council/City Clerk

CITY COUNCIL GOALS

None

CITY COUNCIL STRATEGIC PRIORITIES

- 1. Economic Development**
- 2. Public Safety**
- 3. Library**
- 4. Infrastructure**
- 5. Beautification, Community Engagement, and Quality of Life**
- 6. Youth Programs**

Report Approval Details

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| Document Title: | STAFFREPORT_COUNCILSPONSORSHIPPROGRAM.docx |
| Attachments: | - Policy 2.13.pdf |
| Final Approval Date: | Sep 10, 2024 |

This report and all of its attachments were approved and signed as outlined below:

Patty Rodriguez

Natalia Lopez

Launa Jimenez

Brian Mohan

Mike Lee

Patty Rodriguez