



Staff Report

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**File #:** 24-0301

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**REQUEST FOR CITY COUNCIL ACTION**

**DATE:** 5/1/2024

**TO:** Honorable Mayor and City Council Members

**FROM:** Community Services Department

**SUBJECT:**

FISCAL YEAR 2025 COMMUNITY EVENTS CO-SPONSORSHIP PROGRAM REQUESTS

**EXECUTIVE SUMMARY:**

This staff report asks the City council to review and approve the proposed and projected funding requests for the Fiscal Year 2025 Community Events Co-Sponsorship Program.

**RECOMMENDED ACTION:**

**That the City Council:**

- a. Approve the received Phase I co-sponsorship requests occurring July through December of 2024.
- b. Authorize an appropriation in the amount of \$42,800 from the General Fund 110 to be included in the Proposed Fiscal Year 2025 Operating Budget to offset anticipated waived fees to support this program within the fiscal year.

**BACKGROUND & HISTORY:**

The Community Events Co-Sponsorship Program is intended to facilitate the implementation of community events hosted by Corona-based non-profits by way of a fee waiver or in-kind assistance from City staff and resources. Requests for these funds are intended to be one-time only, and organizations that will be considered shall meet the following criteria of the program policy:

1. Community groups, non-profit 501(c)(3) tax exempt organizations, or other government agencies.
2. Must be based within the City of Corona or must have a local branch within the City.
3. Event must be designed to accomplish one or more of the following objectives:
  - a. Promote the City of Corona as a desirable place to live, visit or do business.

- b. Promote the City of Corona as a visitor destination and/or bring tourism associated revenue to the City.
- c. Enhance quality of life and well-being of the residents of Corona.
- d. Advance the City’s commitment to, and pride in, being a multicultural community.
- e. Encourage the development of neighborhood identity and pride.
- f. Promote cultural and artistic awareness in the community.

The City reserves the right to decline any co-sponsorship requests if it is determined not to be in the best interests of the City or if it would otherwise create a conflict of interest for the City.

To better serve the community and provide more opportunities for funding, staff are now accepting applications twice a year. Phase I will include events taking place July - December of 2024. Phase II will include events taking place January - June of 2025. All co-sponsorship requests must be taken to City Council for review and approval prior to authorization.

**ANALYSIS:**

Applications for Phase I (July - December 2024) of the Co-Sponsorship Program were open from February - March 2024. Fourteen requests were received, including 7 new requests and 7 returning requests. These are outlined as follows:

<b>Date</b>	<b>Event &amp; Organizer</b>	<b>New / Returning</b>	<b>Criteria Met</b>	<b>Service/ Location</b>	<b>Support Requested (Fee-Waiver)</b>
7/13	Family Health Fair Corona-Norco Family YMCA	New	Yes	Auburndale Park	\$650
8/3	Barbers and Backpacks The Leela Project	Returning	Yes	CCC Stage	\$1,910
8/10	Broadway Concert Circle City Chorale	Returning	Yes	HCC Theater	\$825
9/7	Community Health Fair Support Sisterz	New	Yes	CCC	\$2,210
9/11	Remembering 9/11 - Patriot Day Chamber Foundation	Returning	Yes	HCC Lawn	\$980
9/14	Pancake Breakfast Corona Lions Club	Returning	Yes	Library FAM Rm.	\$690
10/1	Red Ribbon Week Banners (4) Corona Norco Unified School District	Returning	Yes	Sixth Street	\$1,000
10/5	Red Ribbon Festival CNUSD PTA	New	Yes	HCC Lawn	\$1,350
10/19	Light the Night Walk Leukemia & Lymphoma Society, Inc.	New	Yes	Santana Park	\$1,020
10/22	High School Trade Fair Construction Industry Education Found.	New	Yes	Santana Park	\$750
10/26	Beaux Arts Ball Women’s Improvement Club	New	Yes	CCC Banquet Rm.	\$2,100
11/2	Amber Waves of Grain - Beer Festival All American Riders and Blue Star Mothers	Returning	Yes	Advertising	In-Kind
11/2	Dia De Los Muertos Festival Cinco de Mayo Committee	New	Pending (Non-Profit Status Exp.)	City Park	\$4,000

11/12	Step Up for Safety 5k Charlie's Cause	Returning	Yes	Santana Park	\$720
				<b>TOTAL</b>	<b>\$18,205</b>

Additionally, staff anticipates at least 8 returning applications will be submitted under Phase II (January - June 2025) valued at approximately \$23,695, not including any additional asks that may be received once applications are available to the public. Phase II requests will be brought to the City Council for review and consideration in Fall 2024.

<b>Date</b>	<b>Event &amp; Organizer</b>	<b>New / Returning</b>	<b>Criteria Met</b>	<b>Service / Location</b>	<b>Support Request (Fee-Waiver)</b>
TBD	Dreams and Decisions Soroptimists of Corona	Returning	Yes	CCC	\$900
TBD	Relay for Life American Cancer Society	Returning	Yes	Santana Park	\$3,500
TBD	Memorial Day Walk Chamber Foundation	Returning	Yes	HCC Lawn	\$780
TBD	Vintage Home Tour Corona Historic Preservation Society	Returning	Yes	Advertising	In-Kind
TBD	Cinco de Mayo Parade & Festival Cinco de Mayo Committee	Returning	Pending Entity Status Exp	City Park & Street Closure	\$14,000
TBD	Poker Tournament Corona Lions Club	Returning	Yes	Library FAM Rm.	\$215
TBD	Lobsterfest Corona Rotary	Returning	Yes	City Hall Lawn	\$4,000
TBD	Antiques Fair Heritage Park	Returning	Yes	Lane Closure	\$1,200
				<b>TOTAL</b>	<b>\$24,595</b>

The amount of the waived fees anticipated for Fiscal Year (FY) 2025 are valued at \$42,800. This is a 65% increase over the FY2024 Co-Sponsorship Program requests, which were approved at \$25,960. The primary reasons for the increase includes additional support for new and emerging events, as well as updated fee-waiver costs per the City's Fee Schedule. Of significant note, the costs associated with the street closure and parade accommodations for the Cinco De Mayo Parade have increased by \$12,000 over previous fiscal years with the reintroduction of the parade element, which was last held in 2019.

Co-Sponsorship Program assistance is solely in-kind to waive fees for the use of city sites, staff time, permits, pass through charges, and resources for the requested event, and does not include any direct monetary donations. The program also allows the requesting organization to use the City logo in conjunction with its marketing efforts for the co-sponsorship event. Event organizers are still responsible for their own operating costs, operating staff, and supplies beyond the requested use of City facilities, staff time, and resources.

**FINANCIAL IMPACT:**

Approval of the recommended actions will result in an appropriation in the amount of \$42,800 from

the General Fund 110 to be included in the Proposed FY 2025 Operating Budget.

**ENVIRONMENTAL ANALYSIS:**

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action strictly pertains to the Co-Sponsorship Program and standard City operations and there is no possibility that approving this project will have a significant effect on the environment. Therefore, no environmental analysis is required.

**PREPARED BY:** JASON LASS, RECREATION SERVICES MANAGER

**REVIEWED BY:** DONNA FINCH, COMMUNITY SERVICES DIRECTOR

**Attachment:**

1. Exhibit 1 - Presentation