



# Supplemental City Co-Sponsorship Requests



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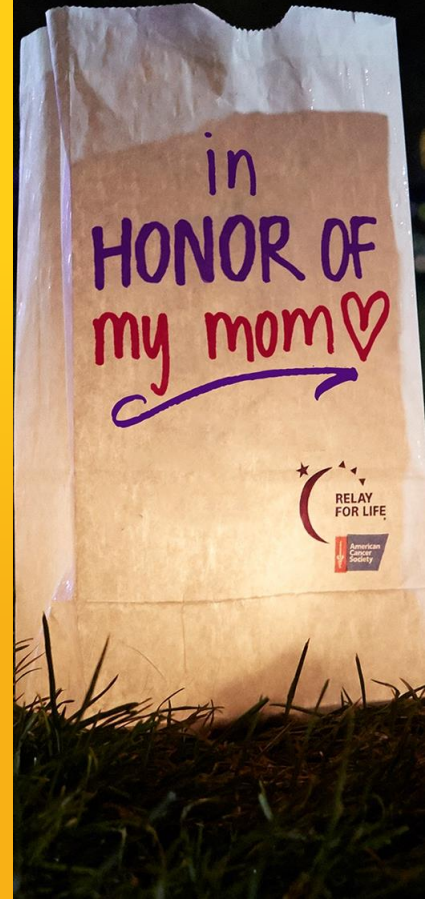
# Community Events Co-Sponsorship Program Policy

- Revised 2015 (07400.003)
- Program is intended to facilitate non-profit community events open to the general public.
- Provides “one-time” funding each fiscal year.
- Funds may be used to offset City fees and the cost of City services incurred by the requested community event.
- This is not a subsidy or grant program in the form of cash toward the event.



# Co-Sponsorship Program Criteria

- Corona non-profit or government agency
- Event designed to accomplish one or more of the following:
  - Promote Corona as a desirable place to live, visit, or do business
  - Promote Corona as a destination and/or encourage tourism
  - Enhance quality of life and well-being
  - Advance pride in multicultural community
  - Encourage neighborhood identity and pride
  - Promote cultural/artistic awareness



# Approved 19/20 Requests

**\$21,396**

Community Partner	City Contribution	Community Partner (Continued)	City Contribution
Soroptimist – Dreams and Decisions	\$1,005	Chamber Foundation Memorial Walk	\$250
Corona Life Services – Walk for Life	\$250	CHPS Vintage Home Tour	-
Circle City Chorale – Broadway Concert	\$1,005	CN School Foundation – Carnival	\$1,340
Kids Rock Free – Music Concerts	\$350	Rotary Club – Lobster Fest	\$2,010
Settlement House – Bingo Fundraiser	\$540	Heritage Park – Antiques Fair	\$100
Lions – Pancake Breakfast & Poker Tourn.	\$628	Food Runners BBQ and Brews	\$650
CNUSD Red Ribbon Week – Family Festival	\$510	YMCA Tacos and Tequila	\$400
Covenant Life – Harvest Festival	-	Corona Art Association – Lemon Festival	\$400
RCCD Foundation – Art, Brew, Bread	\$840	Arthritis Foundation – Jingle Bell Run	\$1,608
Day of the Child	\$670	Inspire – Bingo Night	\$580
Cinco de Mayo Celebration	\$3,795	Building a Beloved Corona – Resource Fair	\$670
Relay for Life	\$2,170	CAT Summer Festival	\$350

# Co-Sponsorship Supplemental Call

- Call put out on October 5
- Advertised via email list, City website, and City media channels.
- Letters of intent due October 21
- 5 requests were received



## 21/22 Supplemental Requests (Pending Approval)

**\$4,350**

Requesting Community Partner	Requested Use	Criteria Met Y/N	City Contribution
<b>Chamber Foundation</b> Memorial Day Walk	CH Front Lawn	✓ Civic Pride	\$250
<b>Corona Equity and Social Justice Team</b> Juneteenth Celebration	CH Front Lawn or HCC Theater	✓ Multicultural Community	\$500
<b>Inspire Life Skills</b> We Care Night – Kits for foster families	HCC Room	✓ Wellbeing of Residents	\$300
<b>Inspire Life Skills</b> Holiday Party for Staff and Volunteers	HCC Room	X Closed to public.	\$300
<b>Leela Project</b> Black History Month Parade	Parade from Sheridan Park to City Park, along 6 <sup>th</sup> .	✓ Multicultural Community	\$3,000



## Pros:

- More community engagement opportunities,
- Cost savings to the applicant, lower barrier of access, and greater impact fiscal or quality impact,
- Greater established sense of place within the community, especially coming out of the pandemic.

## Cons:

- Decreased revenue from fees,
- City responsible for offsetting true costs (i.e. staffing),
- Increased responsibility to reallocate staff and resources to support events in addition to existing programming.



# Looking Ahead:

## Traditional Co-Sponsorship Program Timeline





# Options:

- Continue to work with the previously approved Co-Sponsorship groups able to reschedule before June 30, 2021, and;
- Approve the four out of five supplemental requests that meet the Co-Sponsorship Program criteria in the amount of \$4,050.



# QUESTIONS?



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