






Administrative Policy

Title: Community Events Co-Sponsorship Program Funding Policy					
Administered By: Management Services (City Manager)					
New Policy No.	Issue Date (Last Revised)	Renumber Date	Department Head Approved	City Manager Approved	Mayor Approved
07400.003	01-21-15 (N/A)	01-03-17			


This Policy had been numbered Policy 100.30. Effective on the Renumber Date noted above, this Policy is hereby renumbered as the Policy Number noted above.

The latest version of the Policy is attached hereto and incorporated herein by reference.

Attachment: Policy 100.30
 Issued: 01-21-15
 Revised: N/A



ADMINISTRATIVE POLICY

Policy: Community Events Co-Sponsorship Program Funding Policy						
Administered By: Management Services/Public Services Committee						
Section No.	Policy No.	Issue Date	Revision Date	Dept. Head Approved	City Manager Approved	Mayor Approved
100	.30	01-21-15				

The Community Events Co-Sponsorship Program is administered by Management Services using funds from the Buildings, Facilities and Systems category of the City's Capital Improvement Program (CIP) budget (General Fund Project No. 6380), and is intended to facilitate community events open to the general public and provide police security for dignitary protection services. Funding from this Program can be used for City co-sponsorship of community events. The funds are used to offset City fees and the cost of City services incurred by community events.

The Community Events Co-Sponsorship Program receives a "one-time" allocation each fiscal year into the community co-sponsored events project (No. 6380), depending on available funds.

To qualify for City co-sponsorship consideration and use of funds from the community co-sponsored event project, a community organization and the event must meet all of the following criteria:

- A. Community groups, non-profit 501(c)(3) tax exempt organizations or other government agencies. Non-profit status will be verified via the Internal Revenue Service (IRS). Corona-Norco Unified School District events may be considered for City co-sponsorship if they are nationally televised or affiliated with a nationally televised program.
- B. Must be based within the City of Corona or must have a local branch or non-profit affiliation within the City. Organizations with a non-profit affiliation must submit a written letter from the non-profit verifying the affiliation.
- C. The organization's event must be designed to accomplish one or more of the following objectives:

1. Promote the City of Corona as a desirable place to live, visit or do business.
 2. Promote the City of Corona as a visitor destination and/or bring tourism-associated revenue to the City.
 3. Enhance the quality of life and well-being of the residents of the City of Corona.
 4. Advance the City's commitment to, and pride in, being a multicultural community.
 5. Encourage the development of neighborhood identity and pride.
 6. Promote cultural and artistic awareness within the community.
- D. All groups requesting City co-sponsorship must submit a written request for City funding or co-sponsorship of community events.
- E. The City discourages co-sponsorship requests if: the co-sponsorship request conflicts with other approved co-sponsorship events, and/or the request conflicts with a City event.

All written requests must be received by the deadline each year, with funding to occur in the next fiscal year beginning July 1 and ending June 30. Notification of the deadline for written requests will be communicated through a combination of press releases, letters and other City communication sources. Letters outlining this policy and procedural changes will be mailed to local community service groups. From written requests received, the Public Services Committee will determine which community co-sponsored events will be recommended for funding in the next fiscal year. Requests that are recommended by the Public Services Committee will be used by Management Services to calculate the funding amount requested for Project No. 6380 in the City's annual Capital Improvement Program Budget process, and a list of the approved co-sponsorships will be available from Management Services upon request.

The Public Services Committee also has the authority to consider funding community co-sponsored events at any time during the budget year, depending on the availability of non-allocated funds within the CIP project. Any such requests for co-sponsorship must also comply with the provisions stated in sections A through E above. The Committee may choose, at its discretion, to refer any request for co-sponsorship to the City Council for consideration, irrespective of the dollar amount of the request.

This policy also entitles a requesting organization that has been approved for co-sponsorship by the Committee or City Council to utilize the City logo in conjunction with its marketing efforts for the co-sponsored event.

The City reserves the right to decline any co-sponsorship request 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. The City will decline co-sponsorship requests for the following:

- A. Organizations whose revenue is substantially derived from the sale of alcohol, illegal drugs or illegal drug paraphernalia, firearms or weapons, tobacco products, gambling or sexually-explicit materials.
- B. Political organizations or organizations whose primary purpose is to act on behalf of, in support of, or in opposition to any political candidate, ballot measure or political position.
- C. Events with the primary purpose of supporting or opposing any political candidate, ballot measure or political position.
- D. Adult-oriented businesses or organizations.

Religious or sectarian organizations are not excluded from co-sponsorship consideration; however, the City's co-sponsorship of the religious or sectarian organization's event must satisfy all three of the following criteria:

- A. The City's co-sponsorship must serve a clearly secular legislative purpose (i.e. secular public purpose);
- B. The City's co-sponsorship must have a primary effect that neither advances nor inhibits religion; and
- C. The City's co-sponsorship must not create an excessive entanglement with religion.