

	<b>CITY OF PALM DESERT ADMINISTRATIVE PROCEDURES</b>	
	<i>Subject</i>	<b>Community Event Sponsorship Policy</b>
	<i>Policy No.</i>	<b>CMGR-002</b>
	<i>Date</i>	<b>Issued: January 25, 2024</b>
	<i>Approved by</i>	<b>Resolution No. 2024 - ____</b>

## **I. PURPOSE**

The City of Palm Desert’s Community Event Sponsorship Policy (“Policy”) establishes guidelines for disbursement of funds approved by City Council, as well as in-kind services, to sponsor community events produced by qualified organizations. This Policy aims to foster a vibrant community by supporting events that encourage civic engagement, celebrate cultural diversity, stimulate tourism, drive economic vitality, and uphold public health and sustainability. By concentrating resources on diverse events that resonate with the City’s character, this Policy supports Palm Desert’s identity as a vibrant locale for residents and a premier destination for visitors.

## **II. SCOPE**

- A. This policy applies to all City sponsorship support of external community events where the City provides funds to an outside organization. This policy does not apply to table sponsorship requests, nor does it apply to the third-party sponsorships of City produced events.
- B. The granting of City funds or in-kind support is evaluated based on the proposed community event’s impact on the community. Special attention is paid to sponsorships that promote Palm Desert’s attractiveness as a place to visit and/or live, celebrate the heritage of the City and its environs, and enrich the character and quality of life of its residents and visitors.
- C. The City is under no obligation to approve a requested sponsorship. The City Council and City Manager reserve the right to deviate from the policy and criteria contained herein when they believe it is the City’s best interest to do so.

## **III. DEFINITIONS**

- A. “Applicant” means an organization or individual applying for a community event sponsorship under this Policy.
- B. “Community Event” means an occurrence of a local celebration, fundraiser, athletic, cultural, or educational activity designed to attract a public audience which benefits the residents and visitors of Palm Desert. (i.e., festival, walk, run, fashion show, concert, parade, breakfast, luncheon, dinner, etc.)

- C. "Community Sponsorship Subcommittee" is comprised of the Mayor and Mayor Pro Tem, City Manager, Director of Finance, and the City Manager's designee(s) overseeing community event sponsorships.
- D. "Outside Agency" means a nonprofit organization that may be eligible to receive City funding and support to offer programs and services benefiting the City's residents and visitors under guidelines and accountability measures implemented by the City's Outside Agency/Charitable Contributions Committee.
- E. "Recipient" means an organization or individual that is awarded a community event sponsorship under this Policy.
- F. "Sponsorship" means any financial or in-kind support from the City (i.e., City staff time, public safety services, use of City facilities or property, permit fees, etc.) to the organizing agency that helps offset the costs of the event operations.
- G. "Sponsorship Agreement" means a binding agreement between the City and an organization or individual to pay a fee, provide services, share products or any combination thereof, including advertising and promotional opportunities between the City and an organization or individual.
- H. "Table Sponsorship" means a City sponsorship to cover the cost of a table at a non-City event allowing a group of individuals, often representing the City or involved in City-related initiatives, to attend the event without incurring individual expenses.

#### **IV. GENERAL REQUIREMENTS, ELIGIBILITY CRITERIA, AND CONDITIONS**

- A. Failure to comply with this Policy, including misuse of funds, may result in the forfeiture of funds and disqualification from future requests.
- B. All applicants must submit a community event sponsorship application. Applications must be complete in order to be accepted. Applications must:
  - 1. Describe the organization's purpose, years of operation, leadership team, and financial stability;
  - 2. Include the estimated number of people that will attend the community event;
  - 3. Describe the community event and explain how it benefits Palm Desert residents and visitors;
  - 4. Indicate whether Applicant has received any or will apply for other sponsorships or sources of funding for the community event, and if so, which ones; and
  - 5. Provide additional information as requested by staff to evaluate compliance with this Policy.
- C. Due to limited resources, not all community event sponsorship requests are funded. The number of community events that the City sponsors varies annually. The City will evaluate each request based upon available funds, satisfaction of the eligibility criteria, and compliance with the application requirements set forth below.

D. Applicants for community event sponsorships must meet all the following requirements, eligibility criteria, and conditions:

1. Applicants must independently conduct the community event or collaborate with another organization to be eligible to receive a sponsorship.
2. The community event must take place within Palm Desert city limits, with limited exceptions. Reason(s) for not holding the proposed event within Palm Desert city limits must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activity promoting the City of Palm Desert as a desirable place to live, visit, and do business.
3. Applicants agree to submit a Special Events Application/Agreement a minimum of 120 days prior to the event, or a Temporary Use Permit (TUP), if applicable.
4. Applicants agree to use sponsorship funds exclusively for the community event represented in the application. Said funds may not be used for venue costs, prizes, awards, salaries, salary reimbursements, or budget subsidy.
5. Recipients shall provide the City recognition as a sponsor in exchange for the sponsorship in a method consistent with other sponsors at the community event. In no event shall the recognition for the City's sponsorship be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
6. Applicants are required to enter a sponsorship agreement with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
7. Community event sponsorship applications are limited to one per year, per taxpayer identification number.
8. Sponsorships will be approved on a competitive basis and are not guaranteed. Applicants should be aware that they may not receive the full amount of the sponsorship requested.
9. Sponsorship approvals are made on an annual basis and shall be considered as a one-time approval. Approval for sponsorship in one year does not imply or guarantee that the City will approve sponsorship for the same event or organization in subsequent years.
10. An official post-community event evaluation form must be submitted to City staff within ninety (90) days following the conclusion of a sponsored community event.

**V. INELIGIBLE ORGANIZATIONS AND ACTIVITIES OR PROJECTS**

A. Examples of ineligible organizations or activities include, but are not limited to:

1. Any non-community event request, such as on-going programming or structured activities. (i.e., classes, performances, procedures, etc.)

2. Private events or events that are not open to the general public.
  3. Discriminatory activities such as those restricted based on a person's race, religion, ethnicity, age, sex, gender, gender identity, gender expression, disability, sexual orientation, or economic status.
  4. A political, politically affiliated, or political action organization or event or activity that promotes any political viewpoint, provides for a political purpose or causes participants to engage in or otherwise affiliate or express an endorsement of partisan political functions or activities.
  5. An event or activity that promotes a religious purpose (as opposed to a secular purpose, such as promoting cultural heritage or community understanding).
  6. A private individual for his/her own use.
  7. Funds cannot be used for venue costs, prizes, awards, salaries, salary reimbursements, or budget subsidy.
  8. Funds cannot be directly provided to specific individuals, nor may funds be constructively provided to specific individuals (e.g. using funds to pay for certain individuals to go to an event is not permitted.) By contrast, using funds to reduce the overall costs of an event is permitted.
  9. An organization receiving Outside Agency funding concurrently (during the same fiscal year).
  10. A K-12 school or school-related groups, as funding requests for schools and school-related groups shall be processed by the Outside Agency/Charitable Contributions Committee.
- B. No sponsorship shall be granted for community events or to organizations where a conflict of interest exists. Specifically, City officials, employees, or their immediate family members shall not receive sponsorship funding for events they are directly involved with or that may result in personal financial gain. In the event of a potential conflict of interest, officials and employees are required to disclose such conflicts and recuse themselves from any related sponsorship decisions. This provision serves to ensure that sponsorship decisions are made for the sole benefit of the community and are free from personal or private interest influences.

## **VI. ASSESSMENT CRITERIA**

- A. An applicant's first sponsorship request may total no more than 50% of the community event budget (if sponsorship includes in-kind, value of the in-kind items may not equal more than 50% of the event budget).
- B. An applicant's second or subsequent sponsorship request may total no more than 35% of the community event budget (if sponsorship includes in-kind, value of the in-kind items may not equal more than 35% of the event budget).

- C. Sponsorship requests for a 5K walk/run shall be eligible for a maximum sponsorship of \$2,500.
- D. Special consideration will be given to registered local nonprofit corporations or local 501(c) organizations with tax-exempt status.

Please note that requesting the allowed percentage does not ensure that the applicant will receive that percentage, or any, amount. No request is considered approved until it is approved by the City Council or City Manager. The City Council reserves the right to deviate from the criteria contained herein when it believes it is the City's best interest to do so.

## **VII. FUNDING TIMELINE**

The community event sponsorship application period will typically open in January. Once the application period opens, applicants will be required to submit applications by the posted deadline for events that will occur in the upcoming program year. A program year runs from July 1 through June 30. The community event for which a sponsorship is requested must occur in this timeframe. No sponsorship will be considered for any community event that falls outside of these dates.

Organizations requesting funding after the application period closes may submit an application to the City Manager for special consideration. Sponsorships awarded in this circumstance are rare and are contingent upon (1) available funds remaining in the budget following disbursement to organizations compliant with this Policy's annual deadline; and (2) a finding made by the City Manager that special circumstances prevented the Applicant from applying for a sponsorship by the required deadline and the community event could not occur the following year.

## **VIII. ADMINISTRATION AND ENFORCEMENT OF POLICY**

1. The City Council designates the City Manager to administer the Sponsorship Policy. This delegation is with the power of re-designation to appropriate staff.
2. The City Manager or her/his designee shall review all Sponsorship applications and determine compliance with this policy.
3. On an as needed basis, the City Manager or her/his designee may refer any community event sponsorship application directly to the City Council for approval or rejection with a majority vote.
4. Recipients must comply with all other applicable City, state, and federal laws and regulations.