

**City of Fontana
POLICY AND PROCEDURES**

Subject:	POLICY TITLE Co-Sponsorship of Events	Page 1 of 5	Section 20-58
		Effective Date 7-1-06	Issued Date 6-13-06

Resolution Number:

Approval Date:

I. PURPOSE

To establish guidelines for the City co-sponsorship of Fontana based events and/or programs.

II. GENERAL POLICY

The City of Fontana allocates certain funds annually for the purposes of assisting non-profit Fontana-based organizations hosting community events. The City does not provide funds for these co-sponsored events, but in kind services. The City shall develop co-sponsorship criteria to prioritize and select co-sponsorship applicants on a biannual basis and to effectively distribute finite budgetary allocations based on classifications and ratings of applicants.

III. DEFINITION

City Co-sponsored Event means an event that is planned and conducted by a Fontana-based non-profit organization that meets the criteria for co-sponsorship and the City participates by contributing staff time, public safety services, equipment use, and/or the use of facilities.

IV. PROVISIONS

1. An organization may fall into the follow categories within the co-sponsorship criteria:

A. Classification 1:

A group demonstrating a clear, broad based community benefit demonstrated through the application process.

B. Classification 2:

A group demonstrating a clear community benefit targeted toward a specific segment of the community demonstrating an identified need.

2. An organization may apply for co-sponsorship in one of the following three co-sponsorship tier ratings.

A. Tier #1

Organization provides a minimum of eighty percent of program resources and funding.

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B. Tier #2

Organization provides a minimum of seventy percent of program resources and funding.

C. Tier #3

Organization provides minimum of fifty percent of program resources and funding.

NOTE: An organization must provide a minimum of fifty percent of the program's resources (i.e. funding, equipment, advertisement) to be eligible to apply for co-sponsorship with the City.

3. The tier rating is based on the total amount of resources the organization allocates to the event.
4. Co-sponsorship applications will be accepted February 1 through February 28 for co-sponsorship of events taking place during the following July 1 through June 30 period. A second application review process will be offered for events that are identified after the February application deadline. The second round of applications will be accepted September 1 through September 30 for events taking place January 1 through June 30 of the same fiscal planning year.
5. The City will rate each application according to the established criteria and will provide co-sponsorship support based upon the available funding resources.
6. Community Services Department staff will review all requests for co-sponsorship to ensure the organization meets the above criteria.
7. Requests for co-sponsorship will be classified by their overall benefit to the community and will be ranked by tier rating prior to being sent to the Parks and Recreation Commission and City Council for consideration.
8. Organizations will be funded based upon classification and priority of ranking until budgeted co-sponsorship funds have been fully allocated.

V. CO-SPONSORSHIP RATING CRITERIA

1. The applicant's event must be a benefit to the Fontana community. One or several of the following would qualify a proposed event for consideration by the Parks and Recreation Commission and staff for City co-sponsorship:

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- A. The event responds to an identified community need. (These are needs that have been either ratified or initiated by the City Council.)
 - B. The event enhances current department programming efforts. (A local organization is willing to fund and operate a current Special Event or organize an Adult Sports program that provides recreation opportunities to local residents.)
 - C. The event provides a unique leisure or community service opportunity for either the community at large or for a targeted group. (A local group that wants to organize an event that the staff, Parks and Recreation Commission and/or City Council believes benefits the community.)
 - D. The event raises funding for either Community Services Department programs or for services that benefit either the community at large or for a targeted group.
2. Application must show proof of 501 (c) 3 non-profit status or group must demonstrate the event is not for profit.
 3. Applicant must be based in the incorporated boundaries of the City of Fontana.
 4. When applicable, the applicant must have a valid charitable solicitation permit on file with the Management Services Department.
 5. Applicant's event must be open to all Fontana residents.
 6. The applicant must qualify within Tier #1, Tier #2, or Tier #3 based on overall resources allocated.
 7. The applicant must complete and submit the Co-Sponsorship Application and budget form along with a Special Event Application to the Community Services Department during one of the two identified application filing periods.

VI. ASSESSMENT CRITERIA

Assessment(s) will be conducted at the conclusion of the event/activity to determine how well the objectives of the event/activity were met. Total attendance, activities offered, and overall benefit to the community will be reported on. Assessments will be conducted by:

1. *Self Assessment*
A self assessment form will be provided to the applicant for the purpose of reporting on the outcome of the event.
2. *Parks and Recreation Commission Assessment*

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When possible, one or more Parks and Recreation Commissioners will attend events to observe and provide feedback to the entire Parks and Recreation Commission.

3. *Community Services Department Assessment*

When applicable, a Community Services Department employee will be assigned to attend the event and provide feedback to both the applicant and the Parks and Recreation Commission.

VII. PROCEDURES

1. Complete the Co-sponsorship of Event Application and budget form in addition to a Special Event Application.
2. Submit application in February or September of each year to:

Co-Sponsorship Events
Community Services Department
9460 Sierra Avenue
Fontana, CA 92335
3. Upon receipt of applications, Community Services Department staff will verify eligibility, determine classification and assign tier rating.
4. Staff liaison shall place the request for co-sponsorship on the Parks and Recreation Commission agenda for review and consideration.
5. Staff liaison shall notify the applicant request co-sponsorship of the date, time, and location of the Parks and Recreation Commission meeting at which the request will be considered.
6. The request for co-sponsorship will be reviewed and either approved or denied by the Parks and Recreation Commission and then by the City Council.
 - A. If the request is approved by the Parks and Recreation Commission, staff will forward the request to City Council for consideration as part of the annual Budget Adoption Process or Mid-year Review of Budget Allocations.
 - i. Organizations that receive approval must recognize support of the City of Fontana as a co-sponsorship of the event or activity. All publicity and marketing for the event or activity must include the approved City of Fontana logo.
 - ii. If the request is approved by the City Council, the staff liaison will notify the applicant and appropriate departments in writing within seven days of the City Council's action.

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B. If the request is denied staff will notify the applicant in writing.

- i. Appeal process: In the event the request is denied, the applicant may appeal the Park and Recreation Commission's decision in writing, care of the Community Services Director at 9460 Sierra Avenue, Fontana, CA 92335 within seven business days of decision.
7. If applying for use of a facility, a Request for Use of Facility must be completed in addition to the Co-sponsorship of Events Application and Special Event Application.
8. The Community Services Director, or designee, can approve a co-sponsorship request for use of a City facility if the requested date and time does not impact facility rentals and/or programs AND which do not exceed \$5,000 cumulatively, annually.
9. An applicant approved for co-sponsorship of facility use from the City that does not provide (30) days notice of cancellation of said event to the City will be charged a Class 3 facility rental fee according to the Facility Rental Policy.
10. After the conclusion of the co-sponsored event or activity, the approved Post Event/Activity Assessment will be conducted to determine the benefit to the community.

Note: Parks & Recreation Commission meetings are held on the second Wednesday of the month. The City Council meetings are held on the first and third Tuesday of the month.

