



CITY COUNCIL STAFF REPORT

DATE: JULY 13, 2016

SUBJECT: REVIEW APPLICATIONS, ALLOCATE AND AWARD THE FISCAL YEAR 2016-17 SPONSORSHIP AND PROGRAM FUNDING GRANTS AND CITY SPONSORED SPECIAL EVENTS.

FROM: David H. Ready, City Manager

BY: Chief of Staff/City Clerk

SUMMARY

The City Council will consider the award and allocation of funds for the fiscal year 2016-17 sponsorship and program funding grants.

RECOMMENDATION:

- 1 Award the Fiscal Year 2016-17 Sponsorship and/or Program Funding Grants in the total amount of \$767,500 in the General Fund and \$50,000 in the Public Arts Fund.
2. Authorize the City Manager to execute individual Sponsorship and Program Fund Grants, subject to approval by the City Attorney as to form.

STAFF ANALYSIS:

As part of the Fiscal Year 2016-17 budget process, the City Council Budget and Finance Subcommittee (Mayor Moon and Councilmember Kors) requested City Staff develop an application process for the submission of the Fiscal Year 2016-17 sponsorship and program grants.

The City received 63 applications requesting \$1,769,844 for sponsorship and/or program funding. Additionally, the City has funded, in whole or in part, four City produced special events (July 4th, Festival of Lights, Veteran's Day and the Mayor's Race) from sponsorship funds in the amount of \$125,000. The total amount of requested funds is \$1,894,844.

The complete list of applications received is attached for Council review and consideration. Staff analyzed the funding requests and made a good-faith effort to categorize each request as supporting or benefiting the following: tourism, fundraising,

ITEM NO. 1.A.

resident benefits, and social services. In addition, the four TOT economic driver events are identified at the top of the Staff prepared list.

The Fiscal Year 2016-17 adopted budget, appropriated \$767,500 in the General Fund and \$50,000 in the Public Arts Fund. While the funds are appropriated in the Council approved and adopted budget, the City Council deferred the specific allocation of funding specific grants, and the funds are not allocated to any specific sponsorship or program. The City Council requested this special meeting to review and award specific sponsorships and program grants.

Staff recommends the City Council fund the three City sponsored special events as follows:

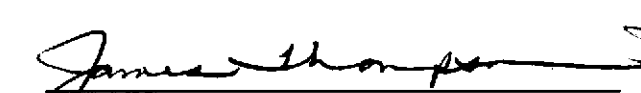
- July 4th Celebration \$30,000
- Festival of Lights \$30,000
- Veteran's Day Parade \$15,000
- \$75,000

Funding the three City sponsored special events in the amount of \$75,000 leaves a balance of \$692,500 for funding sponsorship and grant requests in the General Fund, and \$50,000 in the Public Arts Fund. The list of Fiscal Year 2015-16 approved funding is attached for reference.

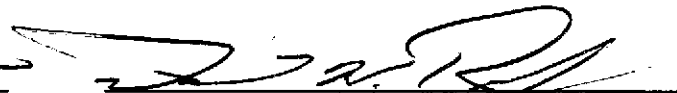
FISCAL IMPACT:

As part of the Fiscal Year 2016-17 Budget the City Council appropriated \$767,500 in the General Fund and \$50,000 in the Public Arts Fund for Sponsorship and/or Program Grants.

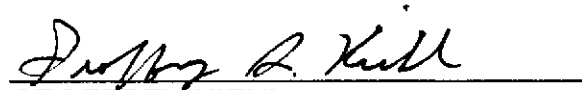
The recommended action provides for the City Council to approval grants and allocate the funds appropriated in the Fiscal Year 2016-17 Budget.



JAMES THOMPSON
Chief of Staff/City Clerk



DAVID H. READY
City Manager



GEOFFREY KIEHL
Director of Finance/Treasurer

- Attachments:
- List of 2016-17 Grant Applications
 - Prior Funding History
 - 63 Applications (on file with the City Clerk)

Special Events, Contributions, Sponsorships, and Support Requests
 Fiscal Year 2016-2017
 City of Palm Springs

<u>Organization</u>	<u>Event / Contribution / Support Request</u>	Tourism	Fundraising	City Residents	Social Services	15-16 Funding	15-16 Staff & Other Costs	16-17 Request
Significant Economic Drivers:								
1. CVSPIN, Inc.	Tour De Palm Springs	X				\$25,000	\$0	\$50,000
2. Greater Palm Springs Pride	City fees and services for the week; Parade	X		X	X	\$50,000	\$0	\$85,000
3. Palm Springs International Film Festival	Film Festival	X				\$350,000	\$46,488	\$400,000
4. Palm Springs Modernism Week	Modernism Week	X				\$35,000	\$5,676	\$75,000
5. ACT for MS	Act for MS Christmas Tree Lane at Hard Rock Hotel		X		X	\$0	\$0	\$5,000
6. Agua Caliente Band of Cahuilla Indians	4th Annual Richard M. Milanovich Legacy Hike		X		X	\$5,000	\$0	\$5,000
7. Agua Caliente Band of Cahuilla Indians	7th Annual ACBCI Charity Celebrity Golf Tournament		X		X	\$0	\$0	\$6,000
8. Agua Caliente Cultural Museum	Dinner in the Canyons	X	X			\$5,000	\$0	\$5,000
9. Agua Caliente Cultural Museum	Native FilmFest	X		X	X	\$0	\$0	\$1,000
10. AIDS Assistance Program	Under the Stars		X		X	\$5,000	\$1,437	No request
11. American Foundation for Suicide Prevention	Out of Darkness Community Walk		X		X	\$0	\$0	\$5,000
12. American Red Cross	Home Fire Preparedness				X	\$0	\$0	\$10,000
13. American Lung Association	LUNG Force Desert Cities Luncheon		X		X	\$0	\$0	\$5,000
14. Black History Month Committee	Black History Parade & Town Fair			X	X	\$16,600	\$0	\$20,000
15. Boys and Girls Club	Annual Contribution				X	\$10,000	\$0	\$20,000
16. Coachella Valley Housing Coalition	Multi-Digital Media Arts Program				X	\$0	\$0	\$10,000
17. Coachella Valley Rescue Mission	Emergency Food & Annex Shelter Program				X	\$0	\$0	\$25,000
18. Coachella Valley Volunteers In Medicine	Wine Lover's Auction		X		X	\$0	\$0	\$3,000
19. Coyote Stageworks	Theatre Season	X				\$5,000	\$0	No request
20. Desert AIDS	Steve Chase Awards		X		X	\$5,000	\$0	\$5,000
21. Desert AIDS	AIDS Walk		X	X	X	\$0	\$0	\$5,000
22. Desert AIDS	Dining Out for Life		X		X	\$0	\$0	\$5,000
23. Desert Biennial dba Desert X	Desert X; Exhibition of Art	X				\$0	\$0	\$50,000
24. Desert Hot Springs Community Task Force	Coachella Valley Senior Water Volleyball Assn				X	\$0	\$0	\$15,000
25. Desert Winds Freedom Band	California Gold! 2016				X	\$0	\$0	\$25,000
26. Desert Arc	Desert Arc Italian Festival		X		X	\$0	\$0	\$5,000
27. DigiCOM Film Festival	DigiCOM Film Festival				X	\$0	\$0	\$25,000
28. Equality California Institute (EQCAI)	Support for local work of EQCAI				X	\$0	\$0	\$10,000
29. F.I.N.D. Food Bank	Mobile Pantry Program				X	\$0	\$0	\$10,000
30. Friends of the Desert Mountains	Trail maintenance; invasive & graffiti removal	X		X		\$0	\$0	\$10,000
31. Friends of the Palm Springs Animal Shelter	Low/No cost vaccine, microchips and tag clinic				X	\$0	\$0	\$5,000
32. Girl Scouts of San Geronimo Council	Career Exploration Fair				X	\$0	\$0	\$5,000
33. Habitat for Humanity of CV	A Brush with Kindness				X	\$0	\$0	\$10,000
34. John F. Kennedy Memorial Foundation	Ophelia Project				X	\$0	\$0	\$15,000
35. LGBT Center of the Desert	LGBT Center Stage/Move/Red Dress Event				X	\$5,000	\$0	\$35,000
36. Mizell Senior Center	Annual Contribution				X	\$60,000	\$0	\$100,000
37. Neuro Vitality Center	Exercise Therapy Equipment				X	\$0	\$0	\$50,000
38. Operation Destination Homebound, Inc.	Free transportation to Military from 29 Palms				X	\$0	\$0	\$10,000
39. Palm Canyon Theatre	Palm Canyon Theatre 2016-17 Season	X		X		\$0	\$0	\$5,000
40. Palm Springs Air Museum	2016-17 Commemorative Program & Events	X		X		\$0	\$0	\$30,000
41. Palm Springs Art Museum	Free Thurs; Fri nights @ PSAM; Gallery seating			X		\$50,000	\$0	\$100,000
42. Palm Springs Center for the Performing Arts	Palm Springs Orchestra	X			X	\$0	\$0	\$50,000
43. Palm Springs Chamber of Commerce	Consulting Agreement; President's Circle	X				\$0	\$0	\$28,000
44. Palm Springs Cultural Center	A. Lyons Film Noir Fest.; Farmers' Mkt; Cinema; Am. Doc.	X		X		\$15,000	\$0	\$43,500
45. Palm Springs Frontrunners & Walkers	Palm Springs Pride 5K Pride Run & Walk (IN KIND ONLY)			X	X	\$0	\$0	Unspecified

Special Events, Contributions, Sponsorships, and Support Requests

Fiscal Year 2016-2017

City of Palm Springs

Organization	Event / Contribution / Support Request	Tourism	Fundraising	City		Social Services	15-16 Funding	15-16 Staff & Other Costs	16-17 Request
				Residents	Services				
46. Palm Springs Gay Men's Chorus	Concert Season 2016-2017			X	X		\$0	\$0	\$5,000
47. Palm Springs High School	Homecoming Parade; Graduation			X	X		\$3,000	\$3,887	\$7,500
48. Palm Springs Historical Society	Palm Springs History Faire			X	X		\$0	\$0	\$2,500
49. Palm Springs International Song Festival & Contest	Song contest & Festival				X		\$0	\$0	\$50,000
50. Palm Springs International Jazz Festival	PS International Jazz Festival	X					\$0	\$0	\$20,000
51. Palm Springs Marathon Runners	7th Annual Run for Ike 5K		X		X		\$3,000	\$1,122	\$2,964
52. Palm Springs Marathon Runners	PS Inter. Film Festival Red Carpet Run 5K & 10K		X		X		\$3,500	\$0	\$3,500
53. Palm Springs Marathon Runners	5th Annual Santa Paws 5K		X		X		\$2,900	\$763	\$2,900
54. Palm Springs Modern Committee	Oreservation Awards Dinner						\$0	\$0	\$2,500
55. Palm Springs Opera Guild	19th Annual Opera in the Park	X					\$6,000	\$1,322	\$8,000
56. Palm Springs Women's Jazz and Blues Assn	PS Women's Jazz Festival - Oct 14-16	X					\$0	\$0	\$25,000
57. Palm Springs Youth League	Opening Day Fair (Spring Fest)				X		\$0	\$0	\$2,500
58. Palm Springs, City of Recreation Department	Holiday Concert; Concert Series; Movies				X		\$0	\$0	\$35,000
59. Shelter from the Storm	Taxi Voucher Program				X		\$5,000	\$0	\$5,000
60. Transgender Community Coalition	H.O.P.E.; Equality March; Day of Remembrance				X		\$0	\$0	\$66,980
61. United Way of the Desert	Tram Road Challenge				X		\$0	\$0	\$15,000
62. Vacation Rental Managers of Palm Springs	Rebate 1/2 TOT pd on VR cleaning fees	X					\$0	\$0	\$100,000
63. Volunteer Palm Springs	P.S. CARES (Public Safety)				X		\$0	\$0	\$5,000
64. Well in the Desert	Annual Contribution				X		\$24,000	\$0	\$24,000
65. Well in the Desert	Christmas Dinner				X		\$3,500	\$0	\$5,000
Total							\$692,500	\$60,695	\$1,769,844

Other City Events:

66. N/A	July 4th Celebration	X		X			\$30,000	\$8,344	\$30,000
67. N/A	Festival of Lights (also receive \$50K from PS Resorts)	X		X			\$30,000	\$93,402	\$30,000
68. N/A	Veteran's Day Parade	X		X			\$15,000	\$37,346	\$15,000
69. N/A	Mayor's Race & Wellness Festival	X		X			\$50,000	\$2,202	\$50,000
Total Other City Events							\$125,000	\$141,293	\$125,000
Grand Total							\$817,500	\$201,988	\$1,894,844

Funding in Adopted Budget:

	2015-2016	2016-2017
General Fund	\$767,500	\$767,500
Public Arts Fund	50,000	50,000
Total Funding in Adopted Budget	\$817,500	\$817,500

Prior Funding History

Special Events and Contributions City of Palm Springs
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TITLE	2013-14 Budget	2014-15 Budget	2015-16 Adopted Budget
Contributions:			
Boys and Girls Clubs <i>(City Sponsorship)</i>	\$10,000	\$10,000	\$10,000
Well in the Desert <i>(City Sponsorship)</i>	16,000	16,000	24,000
Senior Center Contribution <i>(City Sponsorship)</i>	60,000	60,000	60,000
International Film Festival <i>(City Sponsorship)</i>	350,000	350,000	350,000
City Events:			
Black History Month <i>(City held Event)</i>	16,600	16,600	16,600
July 4th Celebration <i>(City held Event)</i>	30,000	30,000	30,000
Festival of Lights Parade <i>(City held Event)</i>	30,000	30,000	30,000
PSHS Homecoming Parade <i>(City held Event)</i>	3,000	3,000	3,000
Veteran's Day Parade <i>(City held Event)</i>	15,000	15,000	15,000
Mayor's Race & Wellness Festival <i>(City held Event)</i>	25,000	50,000	50,000
Event Sponsorship:			
Bike Weekend <i>(City held Event)</i>	26,250	26,250	0
Modernism Week <i>(City Sponsorship)</i>	25,000	25,000	35,000
Opera in the Park <i>(City held Event)</i>	6,000	6,000	6,000
Palm Springs Pride Parade <i>(City Sponsorship)</i>	20,000	30,000	50,000
Tour De Palm Springs <i>(City Sponsorship)</i>	15,000	15,000	25,000
Arthur Lyons Film Noir Festival <i>(City Sponsorship)</i>	5,000	5,000	5,000
Cinema Diverse <i>(City Sponsorship)</i>	5,000	5,000	5,000
American Documentary Film Festival <i>(City Sponsorship)</i>	5,000	5,000	5,000
Coyote Stageworks <i>(City Sponsorship)</i>	5,000	5,000	5,000
LGBT Center Fundraiser Gala <i>(City Sponsorship)</i>	0	5,000	5,000
Shelter from the Storm Gala <i>(City Sponsorship)</i>	0	5,000	5,000
AIDS Asst Under the Stars <i>(City Sponsorship)</i>	0	5,000	5,000
Desert AIDS Steve Chase Gala <i>(City Sponsorship)</i>	0	5,000	5,000
Agua Caliente Canyons Event <i>(City Sponsorship)</i>	0	5,000	5,000
Well of the Desert Christmas Dinner <i>(City Sponsorship)</i>	0	3,500	3,500
Hike for Human Rights Richard Milanovich <i>(City Sponsorship)</i>	0	0	5,000
Run for Ike <i>(In-Kind)</i>	1,834	1,834	3,000
Santa Paws <i>(In-Kind)</i>	0	0	2,900
PSIFF 5K & 10K Run <i>(In-Kind)</i>	0	0	3,500
Sub-Total	669,684	733,184	767,500
Parks & Recreation Dept.			
Holiday Decor Set-up & Take-down <i>(City Activity)</i>	25,000	25,000	25,000
Grand Total Event Sponsorships, & Other Support	\$694,684	\$758,184	\$792,500

Net Increase / (Decrease) **\$34,316**