

# City Event Sponsorships & Donations

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# Introduction



- Seeking Council direction for development of policy and eligibility criteria for all City sponsored events
- Create a transparent process so all outside organizations have a clear set of guidelines and criteria for sponsorships and in-kind donations



- Currently the City accepts requests from local event organizers across multiple types of events requesting sponsorships and in-kind donations. The process for funding determination is fragmented across departments.



### **Sponsorships**

- Arts Commission - \$ 166,000
- Convention & Visitors Bureau – Total \$13,500
- Main Street – Total \$28,500

### **In-kind Donations**

- Services provided
  - 67 events with over 90,000 attendees
  - Labor cost: Resource Recovery, PARD
  - Park grounds, tent and vendor setups
  - Barricades, portable toilets
  - Recycle stations
  - Security staff
  - Promotional materials & bags



- The City of San Marcos' event sponsorship program is designed to assist local non-profit organizations in presenting events that serve the public and promote San Marcos
- The mission of the program is to provide support and sponsorship to deserving special events, which enhance the community
- The program is designed to be short-term assistance as events become established



- Sponsorships and donations will not exceed 30% of total event budget
- Monetary and In-kind donations must provide the City a significant exchange of services for public purpose and benefit to include one of the following :
  - Providing cultural and educational enrichment
  - Celebrating our unique diversity, history and heritage
  - Enhancing pride and a sense of community
  - Promoting a positive image of the City of San Marcos
  - Stimulate local economy
- Consider the number of years the organization has received funding and how established the event has become
- The support of the event by additional City of San Marcos funds, staff, or department
- Evaluate Free vs. Admission based events



# Next Steps



- Does Council want staff to formulate a City Event Sponsorship & Donations policy?
- Next Steps
  - Create policy
  - Present to groups for feedback on proposed policy
  - Bring Policy to Council for adoption in March
  - Communicate changes in Spring 2019, FY19
  - Implement changes in October 2019, FY20



Questions ??

