

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting: April 5, 2022

To: Honorable Mayor and Honorable City Councilmembers

From: Ana Kwong – Administrative Services Director

Subject: Approval of City Sponsorship Request

Recommendation: That the City Council Approve the Request for Sponsorship Program in support of the following organizations:

- a. Sebastopol Library for Sponsorship of Project for October 2022 (Waiving of Permit fees for Use of Parking Spaces) (Permit Fees Estimated at \$245.00)
- b. Sebastopol Service and Action Coalition June Summit - The Coalition requests the City provide \$1000 in monetary support for the project as well as additional non monetary requests outlined in the report.
- c. Sebastopol Kiwanis Club (Fee Waiver of \$400.00 for Use of Ives Park for Easter Egg Hunt)

Funding: Currently Budgeted: X Yes _____ No _____ N/A
 Net General Fund Cost: \$ _____ 2021/22 Funding Available: \$15,000

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION:

This item is to request City Council Approve the Request for Sponsorship Program in support of the following organizations:

- a. Sebastopol Library for Sponsorship of Project for October 2022 (Waiving of Permit fees for Use of Parking Spaces) (Permit Fees Estimated at \$245.00)
- b. Sebastopol Service and Action Coalition June Summit - The Coalition requests the City provide \$1000 in monetary support for the project as well as additional non monetary requests.
- c. Sebastopol Kiwanis Club (Fee Waiver of \$400.00 for Use of Ives Park for Easter Egg Hunt)

BACKGROUND:

On September 7, 2021, The City Council adopted a Community Sponsorship Policy No.84. The policy established the parameters to promote significant and special community events primarily benefitting the Sebastopol community. City supports of such program may consist of monetary funding and/or in-kind support. Community sponsorships can be an effective means to identify the event with the City and building community partnerships while raising revenue.

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Sebastopol funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an vital role in supporting our community, as well as to promote cultural experience and economic development efforts of the City.

As stated in Council Policy 84 Community Sponsorship.

“The City of Sebastopol recognizes that sponsorships play an important role in supporting our community and providing support for community events that are held for the following purposes:

- *Support of nonprofit organizations, service clubs, groups or organizations serving the Sebastopol community;*
- *Cultural, recreational and educational activities;*
- *Promotion of the City of Sebastopol*

In order to expand access to a wide range of cultural experiences and diversified community connections for all its residents, the City of Sebastopol provides limited assistance to local organizations in support of community events that are consistent with the goals and priorities of the city and that serve a public purpose.”

“Sponsorship— A sponsorship is any monetary or in-kind support from the City (City logo, City staff time, public safety services, and the use of City facilities or property, event permit fees, etc.) to the organizing agency that helps offset the costs of the event operations.”

DISCUSSION:

As of the writing of this agenda item, the City has received the two applications as follows:

1. Sebastopol Library for Sponsorship of Project for October 2022 (Waiving of Permit fees for Use of Parking Spaces).

The Sonoma County Library/Sebastopol Library will be conducting an event on Wednesday, October 27, between 10:00 am and noon. The Bibliobus will be at the Sebastopol Library to educate library staff and community leaders on this new service. The request is to block off three parking spots in the City Parking Lot. Use of City facilities such as parking lots would require a special event permit application, fees, and insurance submitted as required by CIRA. By sponsoring this event, the City will be waiving the fees for this event (\$245.00) to include the refundable deposit (\$500) as well as that the City will be co-sponsoring with City insurance.

2. Sebastopol Service and Action Coalition June Summit - The Coalition requests the City provide \$1000 in monetary support for the project as well as additional non monetary requests outlined in the application and listed below.

The Sebastopol Service and Action Coalition will be hosting a Summit in June at West County High School. The purpose of the Community Needs Summit is similar to the Community Needs Summit held last year which the City sponsored that event which brought together some 70 community service organizations with approximately 200 citizens of the City to showcase what the organizations did and explain the types of volunteer support each could use to sustain its mission.

The Coalition is also asking for use of City materials as listed below and further defined in the application:

- Mailing List Authorization from Summit
- Use of Summit Guide
- Water Bill Insert
- Posters
- City E Newsletter
- City Facebook

3. Sebastopol Kiwanis Club (Fee Waivers for Use of Ives Park for Easter Egg Hunt)

The Sebastopol Kiwanis Club will be hosting the Kiwanis Annual Easter Egg Hunt at Ives Park on April 16, 2022. The Kiwanis is asking for a waiver of fees in the amount of \$400 for the permit as well as waiver of the refundable deposit of \$1000. A refundable deposit is required for all events held on City facilities. Applicants are billed for any damages done to the Park from the event.

City departments responsible for the events have reviewed the applications and are recommending approval.

GOALS:

4.2.2, Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non-Profits to Support Local Events

PUBLIC COMMENT:

As of the writing of this staff report, the city has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

The current sponsorship program has a budget of \$15,000 identified in the 2021/22 budget. The above request from each of the organization will further reduce the account by \$1000 in financial support for the Sebastopol Service and Action Coalition June Summit. The waiver of fees for the Library and Kiwanis events will have no impact to this account. It is recommended that the Administrative Services Department keep an accounting of fees waived for informational purposes.

RECOMMENDATION:

That the Mayor and City Council Approve the Request for Sponsorship Program in support of the following organizations:

- a. Sebastopol Library for Sponsorship of Project for October 2022 (Waiving of Permit fees for Use of Parking Spaces) (Permit Fees Estimated at \$245.00)
- b. Sebastopol Service and Action Coalition June Summit - The Coalition requests the City provide \$1000 in monetary support for the project as well as additional non monetary requests.
- c. Sebastopol Kiwanis Club (Fee Waiver of \$400.00 for Use of Ives Park for Easter Egg Hunt)

ATTACHMENT(S):

Applications

COMMUNITY EVENT SPONSORSHIP REQUEST

Application



City of Sebastopol
ADMINISTRATIVE SERVICES DEPARTMENT
7120 Bodega Ave
Sebastopol, CA 95472

707-823-7863
Fax: 707-823-1135

FILING INSTRUCTIONS

Please review these instructions carefully in order to completely and accurately file your application:

1. PREPARE YOUR APPLICATION PACKET containing the following:

- One (1) application packet, single sided, 8 ½ x 11, white paper, unbound, unstapled, unpunched. Color documents may be included if desired for clarity and detail. Application packet will contain the following:
 - Application with signature
 - Attachments as necessary for further explanation of application content, all 8 ½ x 11" or smaller in size

2. RETURN COMPLETE APPLICATION PACKET in a sealed envelope via mail or hand delivery to:

City of Sebastopol
Administrative Services Department
7120 Bodega Ave
Sebastopol, CA 95472

ATTN: SPONSORSHIP REQUEST

3. SUBMIT. Incomplete packets will not be considered until all required information is received.

Application

<u>FOR CITY USE ONLY</u>
Date Received: _____
<input type="checkbox"/> Original Sponsorship Application
<input type="checkbox"/> Sponsorship Request Letter
<input type="checkbox"/> Complete –
- OR -
<input type="checkbox"/> Incomplete – return to Applicant

1. GENERAL INFORMATION

Date of Request: 11/27/2021

Amount Requested: \$0

Name of Organization: Sebastopol Regional Library

Organization Contact: Mathew Rose

Mailing Address: 7140 Bodega Avenue

Sebastopol CA 95472

Physical Address: 7140 Bodega Avenue

Sebastopol CA 95472

Phone Number: 707-823-7691

E-mail address: mrose@sonomalibrary.org

Federal Taxpayer I.D. No: _____

Sebastopol Business License No. (Required for any work or service performed in city limits)

Non-Profit Tax Status (verification must be attached): 501(c): Yes No

Other class (specify): gov. entity

2. STATEMENT OF PURPOSE

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

On Wednesday, October 27, between 10:00 am and noon, the Bibliobus will be at the Sebastopol Library to educate library staff and community leaders on this new service.

2. How will the city's funds be used? (Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet):

Item	Description	Amount requested
<i>Example: Apple Blossom Festival</i>	<i>Traffic control plan for street closure</i>	<i>2,000</i>
Bibliobus Visit	Block three parking spots	0

3. Total number of persons that benefit from or will attend this program or event: 20
4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:
50 Resident 50 Non-Resident

3. AGENCY BUDGET

1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

Type of Request	FY 20-21 Requested Amount	Funds Received	FY 21-22 Requested Amount	Reason for and/or description of request
Example: Sponsorship	\$1,000		\$1,500	

B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

Agency providing funds	FY 20-21 Requested Amount	Approved Amount/ Funds received	FY 21-22 Requested Amount	Description of Contribution (in-kind, sponsorship, event, grant)
Example: Sonoma Valley Foundation	\$10,000	\$5,000	\$10,000	Education grant
Sonoma County				

2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)
N/A

GRAND TOTAL OF EXPENDITURES: \$ _____

4. SIGNATURE AUTHORIZATION

1. Identify the principal (owner, president, or equivalent) who is ultimately responsible for the applicant's event:

NAME: Mathew Rose
TITLE: Branch Manager
ADDRESS: 7140 Bodega Avenue
PHONE: 707-823-7691
E-MAIL: mrose@sonomalibrary.org

2. Signature of authorized official:

The undersigned does hereby confirm that the information herein is true and correct, that the applicant agency meets the criteria set forth herein, and that the applicant agency agrees to comply with all requirements.

Signature:  Date: 10/26/21

- END OF DOCUMENT -

Application

FOR CITY USE ONLY

Date Received: _____

Original Sponsorship Application

Sponsorship Request Letter

Complete -

- OR -

Incomplete - return to Applicant

1. GENERAL INFORMATION

Date of Request: MARCH 21, 2022

Amount Requested: \$ 1000 - SEE ATTACHMENT

Name of Organization: SEBASTOPOL SERVICE AND ACTION COALITION

Organization Contact: HAROLD KWALWASSER

Mailing Address: [REDACTED]

FORESTVILLE, CA 95436

Physical Address: SAME

Phone Number: [REDACTED]

E-mail address: [REDACTED]

Federal Taxpayer I.D. No: FISCAL AGENT: ROTARY CLUB OF SEBASTOPOL

Sebastopol Business License No. (Required for any work or service performed in city limits) [REDACTED] SEE ATTACHED.

Non-Profit Tax Status (verification must be attached): 501(c): Yes No

Other class (specify):

2. STATEMENT OF PURPOSE

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

SEE ATTACHMENT

2. How will the city's funds be used? (Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet):

Item	Description	Amount requested
<i>Example: Apple Blossom Festival</i>	<i>Traffic control plan for street closure</i>	<i>2,000</i>
COMMUNITY NEEDS SUMMIT	PROMOTIONAL FLYERS	\$ 700
	PROMOTIONAL POSTERS	\$ 300

3. Total number of persons that benefit from or will attend this program or event: 200
4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:
80 Resident 20 Non-Resident

3. AGENCY BUDGET

1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

Type of Request	FY 20-21 Requested Amount	Funds Received	FY 21-22 Requested Amount	Reason for and/or description of request
<i>Example: Sponsorship</i>	\$1,000		\$1,500	
SPONSORSHIP			\$1000	ASSISTANCE IN PROMOTING SUMMIT

B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

Agency providing funds	FY 20-21 Requested Amount	Approved Amount/ Funds received	FY 21-22 Requested Amount	Description of Contribution (in-kind, sponsorship, event, grant)
<i>Example: Sonoma Valley Foundation</i>	\$10,000	\$5,000	\$10,000	Education grant
ROTARY FON	/	/	\$1500	GRANT

2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)

SEE ATTACHMENT

GRAND TOTAL OF EXPENDITURES: \$ 3000

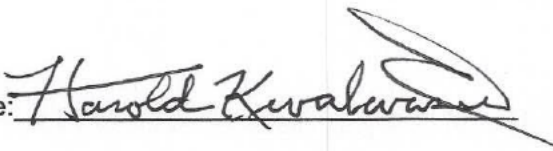
4. SIGNATURE AUTHORIZATION

1. Identify the principal (owner, president, or equivalent) who is ultimately responsible for the applicant's event:

NAME: HAROLD KWALWASSER
TITLE: PRESIDENT-ELECT SEBASTOPOL ROTARY
ADDRESS: [REDACTED] FORESTVILLE, CA 95436
PHONE: [REDACTED]
E-MAIL: [REDACTED]

2. Signature of authorized official:

The undersigned does hereby confirm that the information herein is true and correct, that the applicant agency meets the criteria set forth herein, and that the applicant agency agrees to comply with all requirements.

Signature:  Date: 3-21-22

- END OF DOCUMENT -

ATTACHMENT TO APPLICATION OF THE SEBASTOPOL SERVICE AND ACTION COALITION

Page 4 of 7: STATEMENT OF PURPOSE:

The Sebastopol Service and Action Coalition is an unincorporated organization consisting of the eight service clubs in the City of Sebastopol. The purpose of the Coalition is to encourage volunteerism and community service in the City, through both its members and other community service organizations operating in the City and West County.

The purpose of the Community Needs Summit is the same as it was last year when the City helped sponsor the event: We brought together some 70 community service organizations (in addition to our members) with approximately 200 citizens of the City to showcase what the organizations did and explain the types of volunteer support each could use to sustain its mission.

(Members of the Coalition are: The Rotary Club of Sebastopol, The Sunrise Rotary Club of Sebastopol, the Sebastopol Kiwanis Club; The Sebastopol Gravenstein Lions Club, the Sebastopol Masonic Lodge, the Soroptimist Club of Sebastopol, the Active 20-30 Club of Sebastopol, The Sebastopol Grange and the VFW Gold Ridge Post 1319.)

Page 6 of 7: BUDGET – Community Needs Summit, June 14, 2022 at West County High School

Promotion (inserts in water bills, posters, Apple Blossom Parade Float)

Inserts	\$700
Posters	\$300
Float	\$600

Summit – High School Cafeteria – June 14 @4:30pm

AV assistance	\$500
Administrative	\$500
Refreshments	\$400

Total \$3000

ADDITIONAL ATTACHMENT TO APPLICATION OF THE SEBASTOPOL SERVICE AND ACTION COALITION

The Sebastopol Service and Action Coalition (Coalition)¹ in coordination with the City of Sebastopol convened a highly successful Community Needs Summit (Summit) in 2021. The Coalition wants to stage another Summit this year, and it requests the endorsement of the City as well as certain material support.

Request for Cash: The Coalition requests the City provide *up to* \$1000 in monetary support for the project. (The Coalition is unincorporated, but the Rotary Club of Sebastopol Foundation has agreed to act as its fiscal agent. It is a 501 (c) (3) tax-exempt organization, whose IRS qualification certificate is part of this application.)

Based on the expenditures incurred last year, we believe that there are likely to be some administrative, audio-visual and promotional costs that cannot be covered by volunteer donations of time. The Rotary Club of Sebastopol and its members have already pledged up to \$1500 to cover such costs, which means the Coalition is working to cover the remaining \$1500 in projected expenses. A contribution from the City in the amount of \$1000 to cover promotional expenses (see below), would be immensely helpful.

In addition, the Coalition requests non-monetary support from the City, including its sponsorship, as is more specifically described below.

Mailing List Authorization: We request authorization for use of the mailing lists developed for the Summit in 2021 for the limited use of contacting potential panelists and participants for Summit 2022.

Summit Guide: We wish to use the Guide put together for 2021 as a basis for an updated version for 2022. The content will be submitted to the City for approval prior to use.

Summit Slide Deck: We wish to use last year's slide deck prepared for the Summit as a basis for an updated version for this year. Content will be submitted to the City for approval prior to use.

Water Bill Insert: We ask the City to authorize – and pay for - an insert in water bills, including a flier that will be designed by the Coalition. Content will again be subject to City approval.

Posters: We intend to ask merchants and other institutions in Sebastopol to place posters in their windows advertising the Summit. We ask the City to support the printing of such posters in the amount of \$300.

¹ The Coalition is made up of the Rotary Club of Sebastopol, The Rotary Club of Sebastopol Sunrise, the Sebastopol Gravenstein Lions Club, the Sebastopol Kiwanis Club, the Sur-optimist Club of Sebastopol, the Sebastopol Active 20-30 Club, the VFW Gold Ridge Post 3919, and the Sebastopol Grange.

City E-newsletter and Facebook page: We ask the City to authorize promotion of the Summit on its Facebook page and in its E-newsletter. The Coalition will provide the contents and will be prepared to edit the material as required. Content will again be subject to City approval.

Sign Placement: We ask the City authorize the placement of signs promoting this year's Summit on City property, with specific locations subject to City approval. Content will again be subject to City approval.

Application

FOR CITY USE ONLY

Date Received: _____

Original Sponsorship Application

Sponsorship Request Letter

Complete –

- OR -

Incomplete – return to Applicant

1. GENERAL INFORMATION

Date of Request: March 23, 2022

Amount Requested: \$400.00

Name of Organization: Sebastopol Kiwanis Club

Organization Contact: Bruce Nachtigall Secretary

Mailing Address: [REDACTED] Road
Sebastopol, CA 95472

Physical Address: Meeting: Sebastopol Community Center
Morris St. Sebastopol, CA

Phone Number: [REDACTED]

E-mail address: [REDACTED]

Federal Taxpayer I.D. No: [REDACTED]

Sebastopol Business License No. (Required for any work or service performed in city limits)

Non-Profit Tax Status (verification must be attached): 501(c): Yes No
Other class (specify):

2. STATEMENT OF PURPOSE

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

Kiwanis Annual Easter Egg Hunt at Ives Park
 We have been providing a free , safe and fun Easter Egg hunt to the children of Sebastopol for 50 years. (except tlast 2 years)

This is a community and family event with Bunny,
 accoustic music by Mr. Music Foundation
 Candy & hard boiled eggs
 Shoes for Kids will be there
 Soroptomists and Sonoma County PACES providing help
 Screamin Mimis has donated gift certificates in the past
 The Toy Works will do face painting

2. How will the city's funds be used? (Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet):

Item	Description	Amount requested
<i>Example:</i> Apple Blossom Festival	Traffic control plan for street closure	2,000
Easter Egg Hunt	Permit Fees	400

3. Total number of persons that benefit from or will attend this program or event: 150-200

4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:

80 Resident 20 Non-Resident

3. AGENCY BUDGET

1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

Type of Request	FY 20-21 Requested Amount	Funds Received	FY 21-22 Requested Amount	Reason for and/or description of request
Example: Sponsorship	\$1,000		\$1,500	
Grant to cover fees	NA	NA	450	We have limited budget for this event

B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

Agency providing funds	FY 20-21 Requested Amount	Approved Amount/ Funds received	FY 21-22 Requested Amount	Description of Contribution (in-kind, sponsorship, event, grant)
Example: Sonoma Valley Foundation	\$10,000	\$5,000	\$10,000	Education grant
Screamin' Mimis	NA	NA	\$150	gift certificates for stuffing eggs
Cookie Company	NA	NA	75	gift certificates for stuffing eggs
Soroptomists	NA	NA	in-kind	Desgn Fliers
The Toy Works	NA	NA	in-kind	face painting
So Co PACES	NA	NA	in-kind	coloring activity
Pamelaart	NA	NA	in-kind	painting screen for photo ops

2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)

Candy and eggs and containers	\$600	Sebastopol Kiwanis
Gift Certificates value	\$225	0 Donated
Fliers & activities	0	in-kind donations

Tools, stakes, ribbons provided by Member \$0

Screen for bunny pictures hand painted and loaned by Pamela Nachtigall \$0

City Fees \$100 requested from city as a grant or sponsorship.

City Deposit \$1000 to be returned

GRAND TOTAL OF EXPENDITURES: \$ 600.00

4. SIGNATURE AUTHORIZATION

1. Identify the principal (owner, president, or equivalent) who is ultimately responsible for the applicant's event:

NAME: **Bruce Nachtigall**

TITLE: **Secretary**

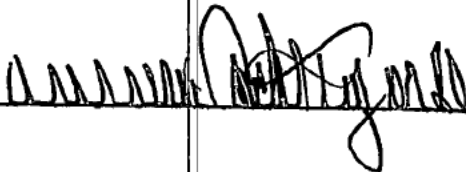
ADDRESS: [REDACTED], Sebastopol, CA 95472

PHONE: [REDACTED]

E-MAIL: [REDACTED]

2. Signature of authorized official:

The undersigned does hereby confirm that the information herein is true and correct, that the applicant agency meets the criteria set forth herein, and that the applicant agency agrees to comply with all requirements.

Signature:  Date: 3/23/22

- END OF DOCUMENT -