

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: November 1, 2022
To: Honorable Mayor and 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 Sebastopol Chamber of Commerce Application Holiday Movie Night Screen Rental
Funding: Currently Budgeted: Yes No N/A

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

INTRODUCTION/PURPOSE:

This item is to request City Council Approve the Request for Sponsorship Program in support of Chamber of Commerce Application Holiday Movie Night Screen Rental.

BACKGROUND:

The City Council adopted a Community Sponsorship Policy No.84 in early September 2021. 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 one application from the Sebastopol Chamber of Commerce – Holiday Movie Night LED Movie Screen Rental.

“We are planning a family holiday movie night to bring community members together to celebrate the holiday season. The event aims to not only build community with in Sebastopol but also to encourage visitors from neighboring Sonoma County towns to come, shop, eat & enjoy our town. 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

Goal 5 - Provide Open and Responsive Municipal Government Leadership

5.3.3. Encourage and increase public awareness of City Policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.

Action CHW 5c: Practice an open-door policy in City programs, and actively engage and encourage participation from all individuals regardless of ethnicity, race, religion, class, disability, sexual orientation, and gender.

PUBLIC COMMENT:

As of the writing of this staff report, the city has not received any public comment. However, if staff receives 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 financial impact of \$1,500 is requested for this project and listed below provided by the Sebastopol Chamber of Commerce of such event budget cost.

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

\$1,500 Movie Screen Rental
\$450 Licensing Fee for movie
\$125 Ives use Fee
\$50 Ives sound Fee
\$150 Ives Application Fee
\$80 Popcorn
\$2,355 total
Insurance TBD

The current sponsorship program has a remaining budget of \$12,000 identified in the 2022-23 budget.

RECOMMENDATION:

That the Mayor and City Council Approve the Request for Sponsorship Program in support Chamber of Commerce Application Holiday Movie Night Screen Rental.

ATTACHMENT(S):

Application

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: 9/26/2022

Amount Requested: \$1500

Name of Organization: Sebastopol Chamber of Commerce

Organization Contact: Myriah Volk

Mailing Address: 265 S Main St
Sebastopol CA 95472

Physical Address: _____

Phone Number: 7078233032

E-mail address: myriah@sebastopol.org

Federal Taxpayer I.D. No: ██████████5██████████

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?):

We are planning a family holiday movie night to bring community members together to celebrate the holiday season. The event aims to not only build community with in Sebastopol but also to encourage visitors from neighboring Sonoma County towns to come, shop, eat & enjoy our town.

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
Example: Apple Blossom Festival	Traffic control plan for street closure	2,000
Holiday Movie night	Cost of LED Movie Screen Rental	1,500

3. Total number of persons that benefit from or will attend this program or event: 150
4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:
75 Resident 25 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

2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)
- \$1,500 Movie Screen Rental
 - \$450 Licensing Fee for movie
 - \$125 Ives use Fee
 - \$50 Ives sound Fee
 - \$150 Ives Application Fee
 - \$80 Popcorn
 - \$2,355 total
 - Insurance TBD

GRAND TOTAL OF EXPENDITURES: \$ 2,355

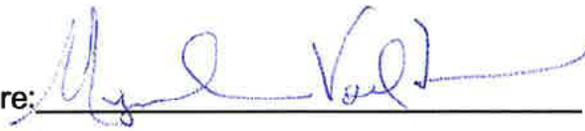
4. SIGNATURE AUTHORIZATION

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

NAME: Myriah Volk
TITLE: Executive Director Sebastopol Chamber of Commerce
ADDRESS: 265 S Main St Sebastopol CA 95472
PHONE: 707.823.3032
E-MAIL: myriah@sebastopol.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: 9/27/22

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