



STAFF REPORT

DATE: 10/02/2024
TO: Honorable Mayor and City Council Members
FROM: Community Services Department

2024-72

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

FISCAL YEAR 2025 COMMUNITY EVENTS CO-SPONSORSHIP PROGRAM REQUESTS

EXECUTIVE SUMMARY:

This staff report asks the City Council to review and approve Phase II of the Co-Sponsorship Program for events from January through June 2025.

RECOMMENDED ACTION:

That the City Council approve Phase II of the Co-Sponsorship Program for events occurring January through June 2025.

BACKGROUND & HISTORY:

The Community Events Co-Sponsorship Program is intended to facilitate the implementation of community events hosted by Corona-based non-profits through a fee waiver or in-kind assistance for City staff and/or resources. Requests for these funds are intended to be one-time only, and organizations that will be considered shall meet the following program criteria:

1. Community groups, non-profit 501(c)(3) tax exempt organizations, or other government agencies.
2. Must be based within the City of Corona or must have a local branch within the City.
3. The event must be designed to accomplish one or more of the following objectives:

- a. Promote the City of Corona as a desirable place to live, visit, or do business.
- b. Promote the City of Corona as a visitor destination and/or bring tourism-associated revenue to the City.
- c. Enhance the quality of life and well-being of the residents of Corona.
- d. Advance the City's commitment to, and pride in, being a multicultural community.
- e. Encourage the development of neighborhood identity and pride.
- f. Promote cultural and artistic awareness in the community.

The City reserves the right to decline any co-sponsorship requests if they are determined not to be in the city's best interests or would otherwise create a conflict of interest.

To better serve the community and provide more funding opportunities, the City is now accepting applications twice a year. Phase I applications for events taking place from July through December of 2024 were presented before the City Council on May 1, 2024. Phase II applications for events from January through June of 2025 were made available through August 31, 2024. All co-sponsorship requests must be taken to City Council for review and approval before authorization.

ANALYSIS:

Applications for Phase I (July – December 2024) of the Co-Sponsorship Program were open from February – March 2024. Fourteen requests were received, including seven new requests and seven returning requests. These were presented to and approved by City Council on May 1, 2024.

Date	Event & Organizer	New / Returning	Criteria Met	Service / Location	Support Requested (In-Kind)
7/13	Family Health Fair – Corona Norco Family YMCA	New	Yes	Auburndale Park	\$650
8/3	Barbers and Backpacks – The Leela Project	Returning	Yes	CCC Stage	\$1,910
8/10	Broadway Concert – Circle City Chorale	Returning	Yes	HCC Theatre	\$825
9/7	Community Health Fair – Support Sisterz	New	Yes	CCC	\$2,210
9/11	Remember 9/11 Patriot Day – Corona Chamber Foundation	Returning	Yes	HCC Lawn	\$980
9/14	Pancake Breakfast – Corona Lions Club	Returning	Yes	Library FAM Room	\$690
10/1	Red Ribbon Week Banners (4) – Corona Norco Unified School District	Returning	Yes	Sixth Street	\$1,000
10/5	Red Ribbon Festival – CNUSD PTA	New	Yes	HCC Lawn	\$1,350
10/19	Light the Night Walk – Leukemia & Lymphoma Society, Inc.	New	Yes	Santana Park	\$1,020
10/22	High School Trade Fair – Construction Industry Education Foundation.	New	Yes	Santana Park	\$750
10/26	Beaux Arts Ball – Women's Improvement Club	New	Yes	CCC Banquet Room	\$2,100

11/2	Amber Waves of Grain Beer Festival – All American Riders and Blue Start Mothers	Returning	Yes	Advertising	In-Kind
11/2	Dia De Los Muertos Festival – Cinco de Mayo Committee	New	Pending (Non-Profit Status Expired)	City Park	\$4,000
11/12	Step Up for Safety 5K – Charlie’s Cause	Returning	Yes	Santana Park	\$720
				TOTAL	\$18,205

Applications for Phase II (January – June 2025) of the Co-Sponsorship Program were open July – August 2024. Ten returning requests were received. Council is asked to consider approval for the following:

Date	Event & Organizer	New / Returning	Criteria Met	Service / Location	Support Requested (In-Kind)
12/5	Texas Hold-Em Tournament Casino Night – Lion’s Club Note: Additional Phase I Request	Returning	Yes	Library FAM Room	\$1,022
1/5	Fundraiser / Volunteer Recognition – For the People Taskforce	Returning	Yes	CCC Banquet Room	\$1,469
3/1	Dreams and Decisions – Soroptomist	Returning	Yes	CCC Banquet Room	\$1,535
3/15	Bingo Night Fundraiser – Inspire Life Skills	Returning	Yes	CCC Banquet Room	\$1,566
4/26	Day of the Child – Corona Norco Day of the Child	Returning	Yes	City Hall Lawn	\$902
5/10	Vintage Home Tour – Corona Historic Preservation Society	Returning	Yes	HCC Community Room / Cones	\$300
5/17	Relay for Life – American Cancer Society	Returning	Yes	Santana Park	\$1,200
5/24	Memorial Mile March – Corona Chamber Foundation	Returning	Yes	HCC Lawn	\$750
6/7	Antiques Fair – Corona Heritage Foundation	Returning	Yes	Traffic Control Plan	\$2,345
6/7	Lobsterfest – Corona Rotary	Returning	Yes	City Hall Lawn	\$5,387
				TOTAL	\$16,476

The combined Phase I and Phase II Community Event Co-Sponsorship Program requests total \$34,681. The General Fund balance is sufficient for the recommended actions.

FINANCIAL IMPACT:

Funding for the recommended action is available in the Co-Sponsored Community Events Operating and Maintenance Project No. 63800.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can

be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action strictly pertains to the Co-Sponsorship Program and standard City operations and there is no possibility that approving this project will have a significant effect on the environment. Therefore, no environmental analysis is required.

PREPARED BY: JASON LASS, RECREATION SERVICES MANAGER

REVIEWED BY: DONNA FINCH, COMMUNITY SERVICES DIRECTOR

ATTACHMENT:

1. Exhibit 1 – Presentation