



STAFF REPORT

DATE: 04/16/2025
TO: Honorable Mayor and City Council Members
FROM: Community Services Department

2025-169

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

FISCAL YEAR 2026 COMMUNITY EVENTS CO-SPONSORSHIP PROGRAM REQUESTS

EXECUTIVE SUMMARY:

This staff report asks the City Council to review and approve Phase I of the Co-Sponsorship Program for events occurring July through December 2025.

RECOMMENDED ACTION:

That the City Council approve Phase I of the Co-Sponsorship Program Requests occurring July through December 2025.

BACKGROUND & HISTORY:

The Community Events Co-Sponsorship Program provides support to community events hosted by Corona-based non-profits through a fee waiver or in-kind assistance of City staff and/or resources. Per Administrative Policy 6400.009, requests for these funds are intended to be one-time only, and organizations that will be considered shall meet the following program criteria:

- The community event must be open to the public and inclusive of all residents.

- Community groups, non-profit 501(c)(3) tax exempt organizations or other government agencies may apply.
- The organization's event must be designed to accomplish one or more of the following objectives:
 - Promote the City of Corona as a safe, vibrant, and family-friendly community.
 - Promote the City of Corona as a desirable place to live, visit, or do business.
 - Promote the City of Corona as a visitor destination and/or bring tourism-associated revenue to the City.
 - Enhance the quality of life and well-being of the residents of the City of Corona.
 - Advance the City's commitment to, and pride in, being a multicultural community.
 - Encourage the development of neighborhood identity and pride.
 - Promote cultural and artistic awareness within the community.

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

To better serve the community and provide more opportunities for funding, the City accepts applications twice a year. Phase I applications for events taking place July through December of 2025 were accepted in January and February of this year. Phase II applications for events taking place from January through June of 2026 will be accepted in June and August. All co-sponsorship requests must be presented to the City Council for review and approval prior to authorization.

ANALYSIS:

The City received eight (8) eligible Applications for Phase I (July – December 2025) of the Co-Sponsorship Program. The requests are as follows:

Date	Event & Organizer	New / Returning	Criteria Met	Service / Location	Support Requested (Fee Waiver)
Aug. 23, 2005	Circle City Chorale – Broadway Show	Returning	Yes	HCC Theater	\$1,290
Sept. 11, 2025	The Chamber Foundation – Patriot Day, Remember 9/11	Returning	Yes	HCC Lawn	\$3,228
Sept. 21, 2005	Construction Industry Education Foundation – CIEF Trades Day	Returning	Yes	Santana Park	\$650
Oct. 4, 2025	The Lions Club of Corona – Pancake Breakfast	Returning	Yes	Library	\$975
Oct. 4, 2025	Leukemia and Lymphoma Society – Light the Night	Returning	Yes	Santana Park	\$1,410
Nov. 1, 2025	All American Riders and Blue Star Mothers – Amber Waves of Grain	Returning	Yes	Dos Lagos / City Logo Use	\$0 / Title Only
Nov. 6, 2025	Temple Beth Sholom of Corona – Kristallnacht Holocaust Remembrance	New	Yes	Library	\$780

Nov. 16, 2025	Safe Streets Are for Everyone IE – Remembrance Day	New	Yes	HCC Lawn	\$790
				TOTAL	\$9,123

Additionally, staff anticipates at least ten returning applicants for Phase II (January – June 2026), valued at approximately \$20,000 based on prior year funding requests. This figure does not include any additional requests that may be received once applications are available to the public. Phase II requests, including additional funding, will be brought to the City Council for review and approval in Fall 2025.

The anticipated co-sponsorship amount for Fiscal Year (FY) 2026 is \$29,960. This is a 16% decrease over the previous year's \$34,681. This figure factors in events that will not be returning, cancellations, and rejection of any applications that do not meet the revised policy guidelines as approved by the City Council on December 18, 2024.

Co-sponsorship assistance is solely in-kind to waive fees for using city sites, staff time, permits, and City resources for the requested event. It does not include any direct monetary donations or pass-through charges with third-party vendors. The program also allows the requesting organization to use the City logo with its marketing efforts for the co-sponsorship event. Event organizers are still responsible for their own operating costs, staff, and supplies beyond the requested use of City facilities, staff time, and resources.

FINANCIAL IMPACT:

The estimated FY 2025 General Fund 110 balance in the Community Events Co-Sponsored Operating and Maintenance Project No. 63800 is \$37,737, based on completed and anticipated events through the end of the fiscal year. The project balance will be carried forward to FY 2026 and should provide adequate funding for the FY 2026 events with an estimated value of \$29,960. No additional funding is needed at this time.

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