



# Co-Sponsorship Program Requests Phase II

Jason Lass

Recreation Services Manager



## The Ask

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

# Background

## Community Events Co-Sponsorship Program

- Intended to facilitate non-profit community events open to the general public.
- Provides a "one-time" award in the form of a fee waiver or in-kind assistance.
- In-kind support may be used to offset City fees and the cost of City services incurred by the requestor.

**Note:** This program does **not** provide assistance in the form of cash towards an event.



Same Program, Twice The Opportunity!

# Co-Sponsorship Program Timeline



STEPS	PHASE ONE – Traditional Timeline Events July through December 2024	PHASE TWO – Mid-Year Timeline Events January through June 2025
Applications Available	February	July
Applications Due	March	August
Application Review	April	September
Present Recommendations to Council	May	October
Adoption of FY Budget (June), Award Letters	June	November



## Co-Sponsorship Program Criteria

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- Corona non-profit or government agency
- Event designed to accomplish one or more of the following:
  - Promote Corona as a desirable place to live, visit, or do business;
  - Promote Corona as a destination and/or encourage tourism;
  - Enhance quality of life and well-being;
  - Advance pride in multicultural community;
  - Encourage neighborhood identity and pride;
  - Promote cultural and artistic wellness.

# Phase One: Approved by City Council on May 1, 2024

Event Date	Event & Organizer	New / Returning	Criteria Met (Y/N)	Service / Amenity	Fee Waiver/In-Kind Request
7/13	<b>Family Health Fair</b> Corona-Norco Family YMCA	New	Yes	Auburndale Park	\$650
8/3	<b>Barbers and Backpacks</b> The Leela Project	Returning	Yes	CCC Stage	\$1,910
8/10	<b>Broadway Concert</b> Circle City Chorale	Returning	Yes	HCC Theater	\$825
9/7	<b>Community Health Fair</b> Support Sisterz	New	Yes	CCC Indoor/Outdoor	\$2,210
9/11	<b>Remembering 9/11 - Patriot Day Ceremony</b> Chamber Foundation	Returning	Yes	HCC Lawn	\$980
9/14	<b>Pancake Breakfast</b> Corona Lions Club	Returning	Yes	Library FAM Rm.	\$690
10/1	<b>Red Ribbon Week Banners (4)</b> Corona Norco Unified School District	Returning	Yes	Sixth Street Banner Poles	\$1,000
10/5	<b>Red Ribbon Festival</b> CNUUSD Parent Teacher Association	New	Yes	HCC Lawn	\$1,350
10/19	<b>Light the Night Walk</b> Leukemia & Lymphoma Society, Inc	New	Yes	Santana Park	\$1,020
10/22	<b>High School Trade Fair</b> Construction Industry Education Foundation	New	Yes	Santana Park	\$750
10/26	<b>Beaux Arts Ball</b> Women's Improvement Club	New	Yes	CCC Banquet Rm.	\$2,100
11/2	<b>Amber Waves of Grain - Beer Festival at Dos Lagos</b> All American Riders and Blue Star Mothers	Returning	Yes	Advertising	In-Kind Advertising Only
11/2	<b>Dia De Los Muertos Festival</b> Cinco de Mayo Committee	New	No Entity Status Exp.	City Park	\$4,000
11/12	<b>Step Up for Safety 5k</b> Charlie's Cause	Returning	Yes	Santana Park	\$720
				<b>Total</b>	<b>\$18,205</b>

# Phase Two: Requests Pending Approval

Event Date	Event & Organizer	New / Returning	Criteria Met (Y/N)	Service / Amenity	Fee Waiver/In-Kind Request
12/5*	<b>Texas Hold-Em Tournament Casino Night</b> Corona Lions Club	Returning	Yes	Library FAM Rom	\$1,022
1/5	<b>Fundraiser / Volunteer Recognition</b> For the People Task Force	Returning	Yes	CCC Banquet Room	\$1,469
3/1	<b>Dreams and Decisions</b> Soroptimists of Corona	Returning	Yes	CCC Banquet Room	\$1,535
3/15	<b>Bingo Night Fundraiser</b> Inspire Life Skills	Returning	Yes	CCC Banquet Room	\$1,566
4/26	<b>Day of the Child</b> Corona Norco Day of the Child	Returning	Yes	City Hall Lawn	\$902
5/10	<b>Vintage Home Tour</b> Corona Historic Preservation Society	Returning	Yes	HCC Community Room and Traffic Cones	\$300
5/17	<b>Relay for Life</b> American Cancer Society	Returning	Yes	Santana Park	\$1,200
5/24	<b>Memorial Mile March</b> Chamber Foundation	Returning	Yes	HCC Lawn	\$750
6/7	<b>Antiques Fair</b> Heritage Park	Returning	Yes	Traffic Control Plan	\$2,345
6/7	<b>Lobsterfest</b> Corona Rotary	Returning	Yes	Lane Closure	\$5,387
				<b>TOTAL</b>	<b>\$16,476</b>

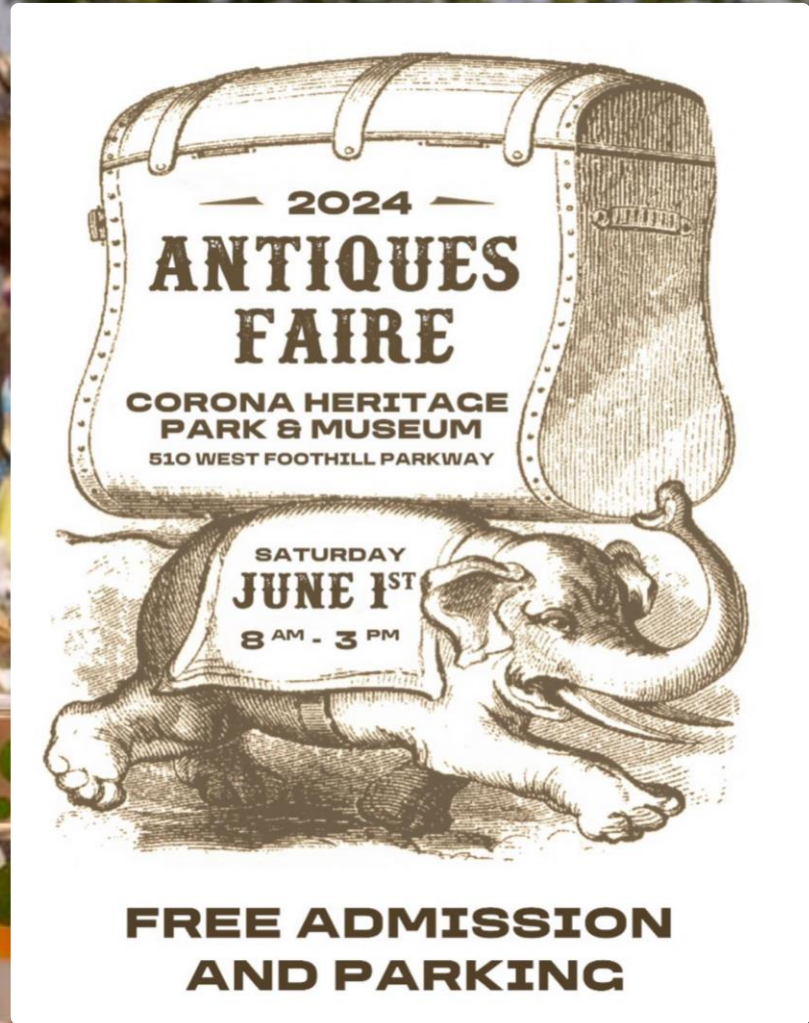
\*Phase I Request Not Reviewed by Council

# FY 25 Co-Sponsorship Program Budget

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Phase I Requests	\$18,205
<b>Phase II Requests</b>	<b>\$16,476</b>
<b>TOTAL</b>	<b>\$34,681</b>

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# Questions?

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