



CITY OF SALINAS

ANNUAL BUDGET COMMUNITY SPONSORSHIP POLICY DRAFT

CITY COUNCIL

MARCH 5, 2024

Recommended Motion:

- 1) Receive report on Annual Budget Community Sponsorship Policy; and
- 2) Adopt Resolution approving the Community Sponsorship Policy

Background

- City has historically provided financial support for sponsorship initiatives
- Historically included as part of the annual budget process
- FY 23-24:
 - \$733,200 was appropriated in community sponsorships
 - \$375,300 was appropriated in separate funding agreements

FY 23-24 Sponsorship Contributions

FY 23-24 Community Sponsorships	Amounts
Other Charges Ciclovía	\$ 15,000
Communities for Sustainable Mo Co	\$ 5,000
Community Human Services	\$ 40,000
Community Science Workshop	\$ 20,000
Other Charges El Grito Festival	\$ 4,000
First Mayor's House	\$ 20,000
Other Charges Parade of Lights	\$ 1,500
Outside Services Sponsorships-Ag Robotics	\$ 15,000
Other Charges Convention & Visitors Bureau	\$ 101,000
Salinas Valley Pride	\$ 10,000
United Way 211	\$ 12,000
Other Charges Veterans Day Parade	\$ 6,700
Other Charges Neighborhoods	\$ 56,000
Salinas Regional Soccer Complex-Unreserved Fun	\$ 250,000
Other Charges Salinas Valley Promise	\$ 177,000
FY 23-24 Community Sponsorships through Funding Agreements	
Airshow	\$ 60,000
Other Charges Carnival	\$ 67,500
Outside Services Sponsorships-Hartnell 5 Cities	\$ 60,300
Other Charges Rodeo	\$ 67,500
Welcome Center	\$ 120,000
Total	\$ 1,108,500

Elements of the Sponsorship Draft Policy

- I. Overview
- II. Purpose
- III. Definitions
- IV. Policy
- V. Funding Limits
- VI. Application Requirements
- VII. Application Review Process
- VIII. Eligibility Criteria
- IX. Procedure

QUESTIONS?