



CITY OF PERRIS

COMMUNITY SERVICES

City of Perris Community Engagement Program Guidelines

1) Purpose of Program

The purpose of the Community Engagement Program Guidelines is to set forth guidelines and criteria governing the granting of City of Perris funds of up to \$3,000 and/or in-kind services to eligible organizations for the purpose of hosting community events that will support public art, promote the city's rich diverse culture, and enhance public engagement and community vitality.

The granting of City funds or in-kind sponsorship is evaluated according to the effectiveness and impact of the event upon meeting eligibility criteria. Community Engagement Program Guidelines are subject to change and all applications will be considered and reviewed on a case-by-case basis.

2) General Requirements

The granting of City funds and/or in-kind sponsorship to support community events that align with the City of Perris mission to provide citizens with events that improve the quality of life of Perris residents and promote public engagement by celebrating the city's diverse culture and public art. Community-sponsored events must meet the following Community Sponsorship Program guidelines, where events must:

- a. Align with the City of Perris Mission and Vision to provide citizens with events that improve quality of life of Perris residents.
- b. Promote public spaces that foster positive human interaction and encourage the development and display of public art to promote the history, heritage, and culture of Perris.
- c. Enhance the quality of life of citizens living, working, and visiting the city through:
 - i. Cultural and Artistic Resources
 - ii. Visual Artwork
 - iii. Performing Arts
 - iv. Architectural Resources
- d. Provide residents and visitors to experience artistic, historic, memorial, and cultural aspects of Perris through the placement of artwork in public spaces and support a range of artistic, musical, and cultural activities.
- e. Implement cultural and artistic outlets in the Perris Community.
- f. Promote the city of Perris as a visitor destination and/or bring tourism to the city.
- g. Be located within Perris City limits.
- h. Be hosted in a City-approved site.
- i. Not conflict with City-scheduled events or activities.
- j. Serve at least 51% of Perris residents.



CITY OF PERRIS

COMMUNITY SERVICES

- k. Be at no cost to the residents to participate and organization(s) cannot profit from the event.
- l. Must adhere to City of Perris applicable policies (e.g., Noise Ordinance, City Social Media Policy, City Stage Reservation Policy, etc.)
 - i. Requested promotion on City media outlets must adhere to the City's Social Media Policy and be reviewed and approved by the Information Technology department. All items must be submitted four (4) weeks prior to desired publication date. Publication is subject to City media schedule availability and approval.
 - ii. City stage reservations requests are subject to City-approved site locations, City resources, and availability. City stage reservations are prioritized for large special events of 500+ participants. City Stage reservations are pursuant to the City Stage Reservation Policy.
- m. Must not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.

3) **Eligibility Criteria**

The applicant for sponsorship of funds or in-kind services for community events must meet all of the following program requirements, eligibility criteria, and conditions based on eligible tier:

- a. **Tier 1: Non-Profits in Perris**
 - i. Registered and located in Perris.
 - ii. Non-Profit or Tax-exempt under 501c.
 - iii. Non-profits must be registered in California.
 - iv. Non-profits must be established for a minimum of two (2) years.
 - v. Agency must serve 51% of Perris residents.
 - vi. May apply to receive up to two requests per calendar year.
- b. **Tier 2: Non-Profits located outside of Perris**
 - i. Agency must serve 51% of Perris residents.
 - ii. Non-Profit or Tax-exempt under 501c.
 - iii. Non-profits must be registered in California.
 - iv. Non-profits must be established for a minimum of two (2) years.
 - v. May apply to receive up to one request per calendar year.
- c. **Tier 3: Businesses located in Perris**
 - i. Registered and located in Perris.
 - ii. Must have Perris business license.
 - iii. Business must serve 51% of Perris residents.
 - iv. May apply to receive up to one request per calendar year.
- d. **Tier 4: Businesses located outside of Perris**



CITY OF PERRIS

COMMUNITY SERVICES

- i. Must have business license in registered city.
 - ii. Agency must serve 51% of Perris residents.
 - iii. May apply to receive up to one request per calendar year.
- e. **Tier 5: Other Agencies**
- i. "Other Agencies" is defined as an established entity that serves the Perris community by providing resources or services that enhance the quality of life of Perris residents.
 - ii. Eligible to apply and reviewed on case-by-case basis.
 - iii. Agency must serve 51% of Perris residents.
 - iv. May apply to receive up to one request per calendar year.

4) **Monetary or In-kind Sponsorship Funding**

The applicant for sponsorship of funds or in-kind services for community events must meet all of the following program requirements, eligibility criteria, and conditions to be considered for monetary or in-kind sponsorship. The type of sponsorship is based on eligibility criteria:

a. **Monetary and In-kind Sponsorship for Tier 1**

- i. **Tier 1** eligible organizations, non-profit organizations, and/ or tax-exempt organizations located and registered in Perris, are eligible to be awarded up to two (2) sponsorship requests per calendar year.
 - a) The first sponsorship award will be a monetary and/or in-kind sponsorship equivalent to or less than **≤50% of the event budget** or up to **\$3,000**, whichever is less, City services including social media advertisement (upon review and approval).
 - i. An optional one-time fee waiver is available to use in conjunction with the event.
 - ii. Eligible to request a reimbursement for the Temporary Use Permit Fee, must provide backup documentation.
 - b) The second sponsorship award will be a monetary sponsorship equivalent to or less than **≤25% of event budget** or up to **\$1,500**. A one-time fee waiver may be used in conjunction with the event, *if not previously used*.

b. **Monetary Sponsorship for Tier 2 through Tier 5**

- i. All other Organizations qualifying in **Tier's 2 through Tier 5** are eligible to be granted up to one (1) sponsorship request per calendar year.
- ii. The sponsorship award will be a monetary sponsorship equivalent to or less than **≤50% of the event budget** or up to **\$3,000**, whichever is less.



CITY OF PERRIS

COMMUNITY SERVICES

5) Application Process

Consideration of the granting City funds or in-kind sponsorship to support Community Engagement Program events must adhere to the aforementioned guidelines, criteria, and application process:

- a. Applications are considered and granted per calendar year, January through December, see Appendix I.
- b. Applications may be submitted on a rolling basis per calendar year.
- c. Applications must be submitted with all required documents a **minimum of 90 days prior to the event date(s)**.
- d. Agencies may submit applications multiple times a year on a rolling basis, but awarding of sponsorship is limited based on tier criteria and program guidelines, see Section 3 "Eligibility."
- e. All organizations must provide proof of facility reservation with application submission, see Appendix I.
- f. All organizations must provide proof of temporary use permit with application, if applicable, see Appendix I.
- g. All organizations must provide a written report within 7 days following the event, see Appendix II.
- h. All applications are considered and reviewed on a case-by-case basis.
- i. All applications are reviewed and approval of monetary or in-kind sponsorships is contingent upon approval of the reviewing team, City resources, and City need.
- j. All applications are subject to review and partial sponsorship may be offered contingent on City resources.
- k. Submittal of application does not guarantee a monetary sponsorship or in-kind services.
- l. Application submitted outside of the 90-day window does not guarantee consideration of sponsorship request.

6) Sponsorship Process

The following steps outline the process for organizations in submitting an application for sponsorship consideration under the Community Engagement Program:

- a. Organizations submit application(s) **minimum of 90 day prior to event date**.
- b. Organizations may submit multiple applications per calendar year, and awarding of sponsorship is based on tier criteria, see Section 3 "Eligibility."
- c. Submittal of application does not guarantee sponsorship or in-kind services.
- d. Organizations will be classified into their classified tier, see section 3 "Eligibility."
- e. Upon approval of application, applicants may need to submit additional documentation (e.g. W-9) etc. to facilitate the sponsorship process.
- f. Upon approval of application, the organization is required to meet with City staff to review program guidelines and event logistics.



CITY OF PERRIS

COMMUNITY SERVICES

- g. Sponsorship payment will be processed following approval and submittal of all required documents.
- h. Sponsorship payment will be provided after the event and follows the City's NET30 payment policy and is subject to change.

7) **Sponsorship Requirements**

The following steps outline the process for organizations in submitting an application for sponsorship consideration under the Community Engagement Program:

- a. Funds cannot be used for staffing purposes, salaries, administrative costs, overhead expenses, utilities, capital improvement or renovation projects, related organization/ agency expenditure, personal use, or miscellaneous expenditures.
- b. In the occurrence that an approved community event is not held during the time period for which sponsorship was awarded, the City of Perris requires that monies awarded to the organization be returned in full.
- c. The awarded organization must be ready, willing and able to enter into a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.

For application and more information visit www.cityofperris.org/publicart