

RESOLUTION NO. 3037

A RESOLUTION APPROVING THE COUNCIL POLICY ON DISCRETIONARY FUNDING/SPONSORSHIP COMMUNITY PROGRAMS, SERVICES AND EVENTS

FINDINGS

- A. Council desires to adopt a policy for discretionary funding/sponsorship of programs, services and events by organizations or individuals, as it is in the best interest of the City to facilitate the transparent and equitable expenditure of funds.
- B. All discretionary funds awarded should be used for a public purpose, consistent with City strategic plans, mission, core values and priorities.

Based on these findings and the Purpose statement in the attached Council Policy, THE CITY COUNCIL OF THE CITY OF BEND RESOLVES AS FOLLOWS:

SECTION 1. The Attached Policy No. CP007 is adopted as a Council Policy.

Adoption By Roll Call Vote: July 20, 2016

YES: Jim Clinton, Mayor NO: None
Doug Knight
Victor Chudowsky
Sally Russell
Nathan Boddie
Casey Roats
Barb Campbell



Jim Clinton, Mayor

Attest:


Robyn Christie, City Recorder

Approved as to form:


502 Mary A. Winters, City Attorney



CITY OF BEND

TITLE: Council Policy on Discretionary Funding/Sponsorship of Programs, Services and Events.

POLICY NO.: CP007

Council Policy on Discretionary Funding/Sponsorship of Community Programs, Services and Events Policy No. CP007

Adopted by City Council on July 20, 2016:

Reviewed by Legal Counsel:



Jim Clinton, Mayor

For 

Mary Alice Winters
City Attorney

Dated: 7-20-16

Dated: _____

Policy No.: CP007
Adopted: July 20, 2016
Revised:
Revision No.:



**CITY OF BEND
COUNCIL POLICY ON DISCRETIONARY FUNDING/SPONSORSHIP OF
COMMUNITY PROGRAMS, SERVICES AND EVENTS**

TABLE OF CONTENTS

PURPOSE.....	1
1. POLICY APPLICATION.....	1
2. ELIGIBILITY FOR FUNDING/SPONSORSHIP	2
3. PUBLIC PURPOSE	2
4. PROCESS FOR SPONSORSHIP OF PROGRAM/EVENTS.....	2
5. OFFICIAL CITY EVENTS.....	3
6. NOT ELIGIBLE.....	3



PURPOSE:

The City Council values and recognizes the importance of community programs, services and events that (1) advance Council adopted goals, City-wide policies and the City's strategic planning, (2) promote the City of Bend, (3) support non-profit organizations or other organizations serving the community, (4) are held for the general economic benefit of Bend's diverse business and cultural communities, or (5) support the City's community and/or planning and neighborhood objectives. The Council desires to provide clear direction to the City Manager and departments so that the City exercises fair and equitable treatment of parties seeking sponsorship or support from the City, and documents any services received in an appropriate agreement.

This Policy/Procedure (Policy) will provide the basis for the use of discretionary funds for such programs, services or events. The Council adopts the following measures to improve transparency and accountability in the use of discretionary funding, and directs the City Manager to:

- Publish a complete list of organizations or individuals receiving discretionary funds, including the amount and a brief description of how those funds will be used;
- Establish a vetting process to review each organization or individual allocated discretionary funds to assess the integrity, compliance and track record of providing the services for which they have been selected to provide; and
- Align support with the City strategic plans, mission, core values and priorities.

1. Policy Application. Discretionary funds may be allocated to not-for-profit 501(c) organizations as defined by the IRS and/or registered with the State of Oregon, or community based organizations (including for profit), or individuals, provided they meet the criteria and purpose of this Policy.

This Policy does not apply to organizations, such as the League of Oregon Cities, or Central Oregon Intergovernmental Council, which are governmental organizations or have a general governmental purpose. The City may provide discretionary monies to these organizations (such as membership dues) in keeping with its general municipal purpose and the benefits these organizations provide. It also does not apply to funds paid for the services of organizations that lobby for federal or state legislation on behalf of cities. Although they need not go through the application process of this Policy, all these types of organizations will be included in the list of organizations receiving public monies.



2. **Eligibility for Funding/Sponsorship.** The City intends to fund **programs or services**, as opposed to general support of an organization or event (such as membership dues) covered by this Policy. The intent is that the general public will receive some intrinsic civic, cultural, educational, entertainment, community or economic value from the program or service. The City may also fund certain events (festivals, parades and celebrations), consistent with this Policy.

3. **Public Purpose.** All funds, however awarded, must be used for a public purpose. In general, a public purpose is defined as an activity or service that is open to all members of the public, regardless of race, creed, gender, sexual orientation, religious affiliation, etc., without restriction, and which does not promote a particular religion. This program does not allow support for individual gain, and is not intended to provide City support for business purposes or commercial enterprise.

4. **Process for Sponsorship of Programs/Events.**

- a. The budget for community funding will be established by the City Council during the annual budget process. The City Manager's Office (or department) will be responsible for accounting for the community funding program, and keeping a list on the City website of all organizations and programs receiving funding.
- b. Sponsorship applications will be accepted and reviewed by the City Manager, based on the purpose of this Policy, on an ongoing basis. Approval of sponsorship is determined on a case by case basis related to the eligibility requirements, purpose and goals of each program, service or event.
- c. The authority of the City Manager to award funding or sponsorships is limited to \$10,000 to any individual or organization and \$50,000 cumulatively on an annual basis, unless additional amounts are authorized by the City Council during the annual budget process. Council may authorize additional awards if it has the budgetary funds to do so.
- d. Factors that will be considered include, as applicable:
 - i. Measureable outcomes in alignment with City strategic plans, mission and priorities and council goals;
 - ii. Cost versus benefits.
 - iii. Compatibility of the program, service or event with this Policy.
 - iv. Program or event planning and execution history.
 - v. Level of community partner's contribution to the project and organizational capacity.



- vi. Demonstrated public support for the service or program.
- vii. Impact to City staff, operations or facilities, and risk to the City.
- e. Special event and any other City requirements must be followed according to City policies and code. Failure to comply with City permitting requirements may result in the organization being ineligible for future funding.
- f. The City Manager may require an agreement, specifying the roles and responsibilities, duration of the agreement and renewal options and specifically articulating the goals and objectives of the relationship. The City will require proof of insurance and indemnification in accordance with City policy.
- g. Approval for sponsorship in one year does not imply or guarantee approval in subsequent years.
- h. The City Manager means the City Manager or his or her designee. The City Manager may adopt implementing rules or procedures as necessary to implement the purpose and intent of this Policy.

5. Official City Events.

The City Council has determined that certain events are official City events, and as such, the City will fund them from the overall budget appropriation. These include the Christmas Parade, the 4th of July Parade, and Veteran's Day Parade. Funding includes event permitting and staff costs. Other events may seek cash grants or sponsorship under this Policy from the overall budget appropriation.

Separate events (such as Earth Day) may be funded by Departments for City outreach and other functions, separate from this Policy.

6. Not Eligible.

- a. The City will not award funding or sponsorship to any religious, church, creed or sectarian organization or individual to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program or service must be as set forth in the purpose section of this Policy.
- b. Political organizations and/or individual campaigns are not eligible for funding or sponsorship.
- c. Organizations or individuals that discriminate on the basis of age, race, sex, sexual or gender orientation, marital status, disability or national origin are not eligible for funding or programs or services they conduct.