REPORT

DATE: January 3, 2008

TO: Administration Committee and Regional Council

FROM: Membership & Communications Subcommittee

SUBJECT: Guidance for Sponsorship Requests

EXECUTIVE DIRECTOR'S APPROVAL:

RECOMMENDED ACTION:
Approve the specific sponsorship requests as follows:
1) $2,500 for the Western Riverside County Clean Cities Coalition annual event
2) $2,500 for the 2008 Center for Sustainable Suburban Development (UCR) Conference, plus up to $2,500 for member elected officials' registration
3) $2,500 for Local Government Commission workshops on reducing greenhouse gas emissions, plus up to $2,500 for member elected officials' registration
4) $10,000 for the event celebrating Mark Pisano's 31 years as SCAG Executive Director

Approve subject to funding available through the RTP Outreach program:
1) $5,000 for Los Angeles County Transportation Funding Collaborative Workshop

Decline the following request:
1) $5,000 for the METRANS (USC & CSU Fullerton) National Urban Freight Conference

BACKGROUND:
SCAG is frequently asked to sponsor or co-sponsor events and conferences both internally and externally. Typically these requests have been addressed on a case-by-case or historic relationship basis. To more efficiently address this growing deluge of requests, the Administration Committee and Regional Council have charged the Membership & Communication Subcommittee with developing guidance and criteria to better evaluate requests, and further to review and recommend action on individual sponsorship requests.
For your information, the Sponsorship Guidance document is attached.

FISCAL IMPACT:
The sponsorship budget is captured in the approved FY 07-08 General Fund budget within work element 08-800.SCGS9.

Reviewed by:
Division Manager

Reviewed by:
Department Director

Reviewed by:
Chief Financial Officer

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

SCAG Sponsorship Guidance

This guidance document outlines the criteria for all SCAG sponsorships to ensure a more formal process in determining agency sponsorships throughout the fiscal year.

Criteria for Funding Consideration

1. The event, program or project must be regionally-significant and there must be equitable access for participation across the region.
2. Priority will be given to Board-initiated requests.
3. There must be adequate funds available in either SCAG's General Fund, through grant funding or a combination of the two.
4. Timeliness of the sponsorship request.

Process

1. The Communications Division will serve as overall lead on special events and agency sponsorships.
2. All requests for SCAG sponsorships must first be forwarded by the Communications Division to the Membership and Communication Subcommittee for review and consideration.
3. All recommendations by the Membership and Communication Subcommittee will be forwarded to the Administration Committee for approval. Activities receiving approval will be included in the overall budget.
4. Requests for sponsorship will occur primarily during the annual budget development cycle but may also occur at any time throughout the year.
5. During the annual budget development cycle, staff should ensure their requests for special event funding is included in the Communications budget.
6. Excess revenue will be reimbursed to the General Fund or to the program budget as appropriate.

PC Docs #141723
11/16/07