



City of Las Cruces

CMP 2.12
Effective Date: 06/21/17

Subject: SPONSORSHIP OF NON-CITY EVENTS

I. PURPOSE

To establish policy and procedures related to the how the City determines which private events to sponsor. These events are initiated and operated by organizations and groups outside of the city's organizational structure.

II. POLICY

Based on the Anti-Donation Clause of New Mexico Constitution (Art. IX, Sec. 14), there must be a clear value received by the City for any sponsorship provided by the City.

Groups or individuals coordinating and executing an event or activity that is open to the public shall accomplish at least one of the following objectives:

- Promote tourism.
- Improve or enhance the quality of life.
- Create direct economic impact.

Categories:

1. Tourism-related event: Eligibility determined on the potential of overnight visitors that can be expected to come to Las Cruces and stay in our hotels or RV parks.
2. Quality of Life event should meet the following criteria:
 - A. Readily open and accessible to all or most Las Cruces residents.
 - B. Provides a cultural, educational, or civic experience.
 - C. Measures its success both qualitatively and quantitatively.
3. Economic Impact event: Eligibility determined on the measurable economic impact that can be attributed to an event. The impact could be achieved by the incremental Gross Revenue Taxes derived or real dollars saved.

Budget:

Tourism-related sponsorships are funded from Lodger's Tax revenues. Quality of life or economic impact sponsorships are funded from General Fund revenues.

Any consideration for sponsorships is predicated on budgetary limitations, as General Fund and Lodger's Tax revenues are limited. The amount set for sponsorships may vary from year-to-year.

City sponsorship of private events shall not be considered as a long-term commitment. Organizations are encouraged to develop the independent viability of events.

Event sponsorships that continue beyond one year should expect a 25% decrease in funding each year. An exception may be made if the event organizer can clearly demonstrate through measurable results that the event or activity is substantially increasing its return on the City's investment.

Sponsorships may include in-kind services (e.g. waiving permitting fees), direct cash payment, or a combination of both.

Eligibility:

Tourism-related sponsorships:

The applicant must clearly demonstrate that the event will attract overnight visitors to Las Cruces and positively impact the local economy.

Quality of Life and Economic Impact sponsorships:

The applicant must demonstrate that the event will enhance the quality of life or economic development.

If an organization is currently receiving funding support from the city, they will not be eligible to apply for a sponsorship. Some examples of funding support include grant funding, in-kind services in lieu of rent, or a current MOU providing services to the city.

An organization can apply for funds for the same event for up to four consecutive years. There is no guarantee that an event sponsorship will be awarded from one year to the next.

Application for Sponsorship Requests:

Applications will be made once a year for all sponsorship requests during the first quarter of the City's fiscal year (July – September).

Each group or organization making a request for sponsorship will be required to submit:

- A complete application
- Event budget
- Detailed list of all revenue sources, including complete list of proposed sponsors.
- Strategic plan outlining logistical, marketing, and permitting details.
- Measurable objectives with clear performance standards that demonstrates the program or event's effectiveness and its value to the City.

- The request for sponsorship will be ineligible for funding if any section of the application is incomplete.

Applicants may be called upon to make a formal presentation.

Applicants may apply for funds for only one category during any funding cycle. For example, if an organization receives City sponsorship funds in a funding cycle for a quality of life project; the same event is not eligible to apply for an economic impact or tourism sponsorship during the same period.

A staff review committee will be designated by the Office of the City Manager. Applications for tourism-related sponsorships will be sent to Visit Las Cruces. Economic impact and quality of life sponsorship applications will be sent to the Office of the City Manager. Based on the available budget, the committee will determine which proposals will be selected for sponsorships and the cash and/or in-kind amount each group will receive.

Sponsorship Awards:

All applicants shall be notified within sixty (60) days of the application deadline if their event will receive funding.

III. PROCEDURES

N/A

IV. ATTACHMENTS

N/A



Stuart Ed, City Manager

6/21/17

Date