



City of Bend
City Council Policy



CITY OF BEND

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

Policy No. CP007

Adopted by City Council on
November 1, 2023:

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Dated: 1/23/2024

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**PURPOSE:**

The City Council values and recognizes the importance of community programs, projects, 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 individuals serving the community;
4. Are held for the general economic benefit of Bend's diverse business and cultural communities;
5. Support the City's community and/or planning and neighborhood objectives; and
6. Create and maintain an environment free of discrimination.

Council desires to provide clear direction to the City Manager and City Departments so that the City exercises fair and equitable treatment of parties seeking grants, sponsorship, or other financial support from the City, and memorializes any organizations or individuals funded in an appropriate agreement.

This Policy will provide the basis for the use of discretionary funds within the current budget to fund such programs, services and events. Council adopts the following measures to improve transparency and accountability in the use of discretionary funding, and directs the City Manager to:

- Establish a vetting process to review each organization or individual considered for these discretionary funds to assess the integrity, compliance and track record of providing the services for which they may be selected to provide;
- Align support with the City strategic plans, mission, core values and priorities; and
- 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.



1. **Policy Application.**

Discretionary funds may be allocated to non-profit 501 (c) organizations as defined by the IRS and/or registered with the State of Oregon, community-based organizations, 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. This Policy does not apply to funds paid for the services of organizations that lobby for federal or state legislation on behalf of cities.

This Policy only applies to sponsorships or grants using budgeted Council or Department discretionary funds. This Policy does not apply to other sponsorship or grant programs at the City (e.g., CDBG).

2. **Definitions.**

A. *Sponsorship.* Funds provided to a non-profit organization or individual to support a specific event.

B. *Grant.* Funds provided to a non-profit organization or individual for a specific project or program.

3. **Eligibility for Funding/Sponsorship.**

The City intends to fund programs, projects, and events that align with Council goals. The intent is that the general public will receive some intrinsic civic, cultural, educational, entertainment, community or economic value from the program, project, or event.

4. **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, color, national origin, age (if the individual is 18 years of age or older), religion, creed, sex (including pregnancy), gender identity, sexual orientation, marital status, religious affiliation, veteran status, or genetic information., and which does not promote a particular religion. In addition, sponsorship funds may not be used to discriminate against individuals with disabilities, and sponsors must make all programs accessible to individuals with disabilities, as set forth in the ADA.

This program does not allow support for individual gain, and is not intended to provide City support for a specific business purpose or general commercial enterprise.



5. Process for Sponsorship of Programs/Events.

A. The budget(s) for discretionary community funding pursuant to this Policy will be established by the City Council during the biennial budget process. The City Manager's Office (or department assigned) will be responsible for accounting for the community funding program, and will provide a complete list of funded organizations or individuals on the City's website. The list will include the funding amount and a brief description of how those funds will be used.

B. Sponsorship or grant applications will be regularly accepted and reviewed by the City Manager's Office based on this Policy. Approval of a sponsorship or grant is determined on a case-by-case basis related to the eligibility requirements and consistent with the factors described in subsection (f), below, the purpose and goals of each program, service or event, and available funding.

C. Requests that meet the definition of a Sponsorship will be awarded by letter agreement on a template approved by the City Manager and City Attorney's Offices. Sponsorships may be awarded without City Attorney review.

D. Requests that meet the definition of a Grant will be awarded by grant agreement on a template approved by the City Manager and the City Attorney's Office. All grant agreements must be reviewed by the City Attorney's Office. The City will require proof of insurance and indemnification in accordance with City policy. The grant agreement will also describe the roles and responsibilities of the grantee, the duration of the agreement, and specifically articulating the goals and objectives of the relationship.

E. The authority of the City Manager to award grants or sponsorships is limited to \$10,000 to any individual or organization. Council approval is required for any individual grant or sponsorship exceeding \$10,000. The City Manager may not award more funds than are budgeted and adopted by Council. Additional amounts may be authorized by the City Council within the biennium consistent with Oregon local budget law.

F. Factors that may be considered include, but are not limited to the following:

- i. Measurable outcomes in alignment with City Council goals and strategic plans.
- ii. Cost versus benefits.
- iii. Compatibility of the program, service or event with this Policy.
- iv. Program or event planning and proposed organization's past history with the City's grant and/or sponsorship programs.
- v. Level of community partner's contribution to the project and organizational capacity.

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- vi. Demonstrated public support for the service or program.
- vii. Impact to City staff, operations or facilities, and risk to the City.

G. City requirements for events must be followed according to City policies and the Bend Municipal Code. Failure to comply with City permitting requirements may result in the organization being ineligible for future funding or the return of funds granted under this Policy.

H. All grant and sponsorship recipients must comply with applicable federal, state, and local law.

I. Sponsorship or grant approval in one year does not imply or guarantee approval in subsequent years.

J. The City Manager means the City Manager or their designee. The City Manager may adopt implementing rules or procedures as necessary to implement the purpose and intent of this Policy.

6. Official City Events.

Council has determined that certain events are “official” City sponsored events, and as such, the City will include them for funding in the biennial budget process. The budgeted amounts for these events do not require additional approval under this Policy. Official City-sponsored events are events of community-wide interest, history, and value, and include the Holiday Parade, Juneteenth, Central Oregon Pride, the 4th of July Parade, Welcoming Week, and the Veteran's Day Parade. Funding may include event permitting, staff costs, traffic control plans, and other costs related to the event as approved by the City Manager. Separate events (such as Earth Day) may also be funded by City Departments for City outreach and other functions, separate from this Policy.

Other events may seek sponsorship under this Policy from the Council community discretionary budget appropriation.

7. Not Eligible.

The following organizations are not eligible for grant or sponsorship funding under this Policy:

A. Any religious, church, creed or sectarian organization or individual to promote religious purposes. Religious organizations are not excluded from receiving grants or 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.

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C. Organizations or individuals that discriminate on the basis of age (if the individual is 18 years of age or older), race, sex, sexual orientation, gender identity, marital status, disability, national origin, or any other protected class described in Section 4, above, or in applicable federal, state, or local law.

D. For-profit organizations that do not serve a public purpose.