

City of Bend Sponsorship Program Report Fiscal Year 2023-24



Overview:

The City of Bend sponsorship program for the fiscal year 2023-24 reflects a commitment to fostering community engagement, promoting inclusivity, and supporting events that enrich the cultural and social fabric of the city. The diverse range of events and programs supported throughout the year reflects the program's commitment to equity fund distribution, transparency in the process, and responsible fund allocation.



Key Tenants:

Equitable and Accessible Funding: Funds are provided to community partners to ensure accessibility and fairness, enabling a broad spectrum of organizations to benefit from City support.

Transparent Application and Vetting Process: The sponsorship program application and vetting processes ensure that decisions regarding fund allocation are transparent and accountable by maintaining transparency.

Responsible Fund Distribution: City discretionary funds are distributed in a manner that prevents the creation of reliance on City funds by community organizations, allowing them to host events and programs without developing an expectation of continued City support.

Transparent Application and Vetting Process: The sponsorship program maintains transparency through its application and vetting processes, ensuring that decisions regarding fund allocation are transparent and accountable.

Program Improvements:

The Sponsorship Committee, composed of programmatic and department leaders, initiated an internal project to measure and monitor the impact of City sponsorships in building a stronger, more inclusive, and equitable community. This process improvement journey also included a related short-term sponsorship policy update project. In response to Council's request, our staff updated the sponsorship policy to ensure that funded community partners organized programming aligned with City goals and where everyone felt welcome.

The internal program improvement project had three key objectives that were all successfully addressed, and their impact will allow the program to do the following:

1. **Establish consistent and coordinated processes for community partners to access City sponsorship funding.** We ensured that all organizations, regardless of size or resources, could access these funds to support their valuable work in our city.
2. **Emphasize a one-city approach to sponsorship awards.** We brought all City departments into the project to provide visibility, insight, and feedback to ensure departments are involved in the updated process and have the resources to guide community partners to the Sponsorship program. A Sponsorship Committee was established to ensure that representation from all city departments is available during the review of sponsorship requests.

3. **Implement a tracking system to showcase our contributions.** We can now effectively demonstrate how we supported community events, initiatives, and programs, where City funds were allocated, and how these resources benefited our community as a whole

Highlights of Sponsored Events and Programs:

1. **Community Leadership and Workforce Development:** Programs such as Bend NEXT, Leadership Bend, Pitch Latino, Bend Economic Development Advisory Board (BEDAB) sponsorships, City Club, and the Young Professionals Summit primarily target young professionals, emerging leaders, and individuals interested in workforce housing initiatives. **Total amount contributed: \$29,000.**
2. **Cultural and Diversity Celebrations:** Events like Welcoming Week, Central Oregon Pride, Juneteenth, Día de los Muertos, Lunar New Year Celebration, Asian American and Native Hawaiian/Pacific Islander Heritage Month, celebrating and embracing diverse cultural groups. **Total amount contributed: \$39,255.**
3. **Environmental Initiatives:** Sponsored events like the Earth Day



Pictured above: Dia de los Muertos

Forest Restoration Outreach, Deschutes River Cleanup, and Climate Solutions programs appeal to environmentally conscious community members and those interested in conservation efforts. **Total amount contributed: \$19,850.**

4. **Social Services and Support:** Programs such as the Food Recovery Program, Food Pantry, LGBTQ+ Youth Affinity Crew, and others serve vulnerable populations including low-income families, LGBTQ+ youth, and individuals experiencing food insecurity. **Total amount contributed: \$17,500.**
5. **General Community Engagement and Events:** Various community engagement events, fundraisers, and social gatherings contribute to the overall well-being and community cohesion. **Total amount contributed: \$29,843.**



Pictured above: Pride 2024

The City of Bends' fiscal year 2023-24 sponsorship programs exemplify a strategic approach to community engagement, inclusivity, and responsible fund allocation.



Pictured above: people celebrating Juneteenth 2024

Total Contributed: \$135,448

Funding List

Date:	Awarded to:	Event / Program:	Amount Awarded:
7/1/2023	4th of July Pet Parade	Special Event Permit Fee	\$497.12
7/26/2023	Bend NEXT	Bend 101 & Workforce Housing Initiative	\$6,000
7/26/2023	Bend NEXT	Leadership Bend & Young Professionals Summit	\$4,000
8/4/2023	Veterans Day Parade	Special Event Permit Fee	\$1,095
8/21/2023	In Our Backyard	Annual Freedom Fundraiser 2023	\$750
8/21/2023	The Latino Community Association	Empowering Families Luncheon	\$2,500
8/21/2023	Big Brothers Big Sisters	Comedy for Kids' Sake	\$1,000
8/21/2023	The Giving Plate	Red Carpet Gala	\$2,500
8/21/2023	Welcoming Week Sponsorships	Various Welcoming Week Events	\$12,600
9/6/2023	The Museum at Warm Springs	30th Anniversary Gala Fundraiser	\$5,000
9/25/2023	EDCO	Bend Venture Conference	\$4,500
9/25/2023	Bend Outdoor Worx	Bend Outdoor Worx Breakout Event	\$4,500
10/2/2023	The Father's Group	Battle of the Axes	\$1,000
10/19/2023	Christmas Parade	Temporary Banner Sign application Fee	\$318.84
10/25/2023	Latino Community Association	Dia de los Muertos	\$600
11/15/2023	NeighborImpact	Food Recovery Program	\$10,000
11/15/2023	City Club of Central Oregon	Monthly Forums Sponsor	\$5,000
11/15/2023	APIC/Embrace Bend	Lunar New Year Celebration	\$2,500
11/15/2023	APIC/Embrace Bend	AAPI Heritage Month Celebration	\$2,500
11/8/2023	Veterans Day Parade	ROW - Traffic Control – Level 2 – Medium Impact to City Street System	\$525.80
11/8/2023	Veterans Day Parade	Long Range Planning	\$21.03
11/16/2023	The Environmental Center	Earth Day Fair	\$2,500
12/5/2023	Destination Rehab	Dream BIG	\$800
12/8/2023	Envision Bend	Vision Action Plan	\$5,000
12/13/2023	OUT Central Oregon	Winter PrideFest	\$2,500
1/22/2024	The Environmental Center	Climate Solutions - Power Hour & Central Oregon Zero Energy Enthusiasts	\$5,000
1/24/2024	Bend Farmers Market	Spanish Language Support and LatinX Outreach Program	\$4,730
1/24/2024	Deschutes Collaborative Forest Project	Forest Restoration Outreach and Public Engagement	\$5,000
1/29/2024	St. Vincent de Paul Society - Bend	Food Pantry	\$5,000
1/29/2024	Upper Deschutes Watershed Council	Deschutes River Cleanup	\$2,000
1/30/2024	Heart of Oregon Corps	Central Oregon Youth Conservation Corps: LGBTQ+ Youth Affinity Crew	\$2,500
1/31/2024	350Deschutes	Go Clean Energy Conference	\$1,350
2/13/2024	4th of July Pet Parade	Special Event Permit Fee	\$1,000
2/13/2024	4th of July Pet Parade	Special Event Accessibility Plan Review	\$55.00
2/13/2024	4th of July Pet Parade	ADA Sign Rental	\$50.00
2/19/2024	The Father's Group	Juneteenth	\$10,000
5/7/2024	Pride NW Inc. (dba Bend Pride Coalition)	Bend Summer Pride 2024	\$7,500
5/7/2024	Latino Founders	Pitch Latino Bend	\$5,000
5/7/2024	Tower Theatre Foundation	Community Engagement Summer Programming	\$3,000
5/7/2024	Worthy Garden Club	Community Garden Management - Franklin's Corner Community Garden	\$4,000
5/7/2024	Bend Summer Pride 2024	Special Event Permit Fee	\$1,055
5/30/2024	The Environmental Center	Solarize Program (CCAP Initiative)	\$10,000



Accommodation Information for People with Disabilities

To obtain this information in an alternate format such as Braille, large print, electronic formats, etc., please contact Andrés Portela at aportela@bendoregon.gov or **541-323-8563**. Relay Users Dial 7-1-1.