



CITY OF BEND

# Sponsorship & Grant Program Awards and Use of City Funds

## Policy No. FIN-0100

### City Manager Administrative Policy

Bend Code Chapter 1.30.005 provides for 'City Manager Authority to Adopt Administrative Regulations, Policies and Guidelines.' All regulations, policies and guidelines adopted by the City Manager shall be consistent with the City of Bend Charter, the Bend Code, and council ordinances.

The following policy conforms to the above stated standards. This policy replaces and rescinds Policy No. ADM 2024-6.

Authorized by City Manager:

DocuSigned by:

A handwritten signature of Eric King.

Eric King, City Manager

Dated: 6/20/2025

Reviewed by Legal Counsel:

Signed by:

A handwritten signature of Ian Leitheiser.

Ian Leitheiser, City Attorney

Dated: 6/20/2025

Policy No. FIN-0100

Adopted: 6/20/2025

Owner: City Manager's Office; Central Services Manager

Revised:

Revision No.

## **I. Purpose**

This Policy establishes the City of Bend Sponsorship and Grant Program and outlines acceptable methods to award and subsequently utilize City of Bend funds by City staff and recipients of funding, in compliance with the City of Bend and Bend Urban Renewal Agency Fiscal Policies related to funds identified in the biennial budget to support and sponsor community partners in achieving Council Goals and to promote collaboration in amplifying City services through events and programming. The City reserves the right to change the nature of the program at any time, including discontinuation of the program, and to work with community partners to meet the purpose of this policy.

## **II. Policy Statement**

It is the City's policy to identify funds in the biennial budget to support community events and programs that align with City Council goals and City initiatives. City staff administer an application process and recommend sponsorship and grant awards for City Manager approval.

## **III. Scope**

This policy governs sponsorship funds identified in the biennium budget for all City departments. This policy also applies to all applicants and recipients of City sponsorship and grant funds through the Sponsorship and Grant Program.

## **IV. Policy Terms & Provisions**

### **A. Eligibility Requirements**

1. Applicants for funding through the City's Sponsorship and Grant Program must meet one of the following eligibility requirements:
  - a. Entity registered with the Secretary of State with valid EIN and current W-9;
  - b. An individual with a valid Social Security Number and W-9 (note that awarded funds may be taxable income under Federal IRS tax law); or
  - c. Organizations not registered with the Oregon Secretary of State must have a fiscal sponsor identified that meets either requirement listed above via a fiscal sponsor agreement to accept funds on behalf of the applicant for the specified event, program, or project. The City may require both the applicant and the fiscal sponsor to indemnify and defend the City and to assume all responsibility and liability for the event, program, or project.

2. The applicant's event, program, or project must meet the following eligibility requirements to be considered for City funds:
  - a. A clear connection to Council Goals and/or City initiatives.
  - b. Demonstrate a clear 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, all programs must be accessible to individuals with disabilities, as set forth in the Americans with Disabilities Act (ADA).
  - c. Free and open to all community members to attend or participate. If a registration fee is required, a sliding scale or scholarship option must be available.
  - d. The event, program, or project must not promote religious or political agendas and must not discriminate based on age, race, sex, sexual orientation, gender identity, marital status, disability, national origin, or any other protected class described in applicable federal, state, or local law.

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.

## B. Department Responsibilities

City Departments may allocate Sponsorship dollars within their department budgets to support community partners in hosting community events and programs that leverage ongoing City Council Goals and City initiatives and to meet specific regulatory requirements or program goals.

Departments must clearly identify Sponsorship funds in their department budget via a Sponsorship object code. Sponsorship budgeted funds are separate from Community Outreach funds that are specific to expenses incurred by the City related to providing information to the community regarding a City program, service, or initiative. Departments do not have authority to award any Sponsorship funds outside of this policy. The budget(s) for the Sponsorship funds will be established by the City Council during the biennial budget process, or as amended during the biennium.

### C. Awarding Sponsorship and Grant Funds

Sponsorship and grant applications will be reviewed by a Sponsorship Review Committee made up of City staff, as determined by the City Manager's Office, and evaluated for eligibility as described above. Application review timelines will be available on the City's website. The committee will provide recommendations to the City Manager for final determination of awards, as further set forth in the Committee Charter. All award decisions are final; an appeal process is not available for applications not selected for funding. Successful applicants will be contacted by a member of the Sponsorship Committee regarding the award amount and details. Awards may not exceed \$10,000 each fiscal year per applicant, event, program, and project. Applicants may be awarded funds by either a Sponsorship Agreement (for events) or a Grant Agreement (for programs and projects).

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. All grant and sponsorship recipients must comply with applicable federal, state, and local law. Sponsorship or grant approval in one year does not imply or guarantee approval in subsequent years.

### D. Sponsorship Awards for Events

The City has identified community-wide events that hold community-wide interest, history, and value as sponsored events. These events include: a holiday parade, a 4th of July parade, a Veteran's Day parade, a Juneteenth celebration, a summer Pride event, and Welcoming Week events. For the community-wide events identified in this section, the City may provide other in-kind support by City staff, such as staff assistance in completing the event permitting requirements, equipment such as road closure barricades, and other staff support. City in-kind support shall not result in overtime obligations for the City other than for the holiday parade, 4<sup>th</sup> of July parade, Veterans Day parade and/or Welcoming Week events. The City has sole discretion to limit City in-kind support at any time, and event organizers should not assume any City in-kind support in planning, organizing, and hosting the event. The City Manager has the discretion to change the list of identified community-wide events. The City may award sponsorship funds to other events not listed in this section.

Sponsorship awards will be subject to an agreement in a form determined by the City, signed by the City Manager and the applicant(s), specifying the terms of the use of the funds for the event.

### E. Grant Awards for Programs and Projects

Grant awards are funds provided for a specific project or program. Grant awards will be subject to a Grant Agreement in a form determined by the City, signed by the City Manager and the applicant, specifying the terms of the use of the funds for the program or project.

## F. Insurance Requirements

Sponsorship and Grant Agreements may include requirements for the applicant to provide proof of insurance for the event, program, or project. Insurance requirements will be determined by the City's Enterprise Risk Manager or designee, after consideration of the event, program, or project scope. Insurance requirements will be specified in the Sponsorship or Grant Agreement and it is the applicant's responsibility to name the City of Bend as additional insured and provide the Certificate of Insurance meeting the insurance requirements prior to the City's distribution of awarded funds.

## G. Use of Funds

Applicants of Sponsorship and Grant funds agree to utilize City funds as described in this policy and the corresponding agreement.

Recipients of City funds for Sponsorships and Grants are expected to contact City staff if any intended use of the funds is not explicitly addressed in this Policy to seek confirmation of acceptable use of the funds.

### 1. Acceptable Use

- a. Event and program coordination, including, but not limited to, reasonable expenses for staff time, advertising, venue costs, and catering costs (excluding alcohol).
- b. Costs of any permitting fees, including City permits, or other City requirements.
- c. Purchase of raffle or auction prizes or giveaways, including gift cards, if to support the specified event or program the City is sponsoring.
- d. Subsidize participation fees or create scholarship opportunities to increase event or program accessibility for low-income attendees/participants.
- e. Expenses associated with hosting a social event by a Neighborhood District.
- f. Other uses if approved in advance and in writing by the City Manager.

### 2. Unacceptable Use

- a. Purchase of alcohol or alcoholic beverages.

- b. Purchase of marijuana or consumables infused with ingredients derived from marijuana.
- c. Purchase of products or services from any religious, church, creed, or sectarian organization or individual to promote religious purposes.
- d. Promotion of political activity (including a sitting, campaigning, or newly elected candidate), political organizations and/or individual campaigns. As defined by the IRS, political organizations are parties, committees, associations, funds or other organizations organized and operated primarily for the purpose of directly or indirectly accepting contributions or making expenditures in order to influence or attempt to influence the selection, nomination, election or appointment of an individual to a federal, state or local public office or office in a political organization.
- e. Purchase of products or services from entities 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 applicable federal, state, or local law.
- f. Operational expenses for a Neighborhood District. These expenses are covered by the Community Engagement Grant Fund funded separately by the City.
- g. Any other use or expense prohibited by the City.

## H. Reporting and Transparency

Recipients may be required to complete a post event/program report and will coordinate and meet with the City as requested. The post event/program report will include an accounting of how City funds were applied to the event/program and a brief summary of the perceived impact on the local community, including how many people participated and the benefits experienced by participants. Any unspent funds must be returned to the City and accounted for in a post event/program report. Neighborhood Districts will also be required to provide proof of receipts, in alignment with the Community Engagement Grant Fund requirements, to ensure Sponsorship funds are not applied to duplicate charges covered by the Community Engagement Grant Fund for Neighborhood District operating expenses. City staff will utilize the post event/program form to ensure funds were applied appropriately and to inform future funding award decisions.

Non-compliance with any aspect of this Policy or a corresponding agreement, in the sole discretion of the City, may result in the termination of a funding award and/or immediate recall of any dispersed funds.



**Language Assistance Services & Accommodation Information for People with Disabilities**

You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please contact Meghan Goss at [mgoss@bendoregon.gov](mailto:mgoss@bendoregon.gov) or (541) 388-5505. Relay Users Dial 7-1-1.



**Servicios de asistencia lingüística e información sobre alojamiento para personas con discapacidad**

Puede obtener esta información en formatos alternativos como Braille, formato electrónico, etc. También disponemos de servicios gratuitos de asistencia lingüística. Póngase en contacto con Meghan Goss en [mgoss@bendoregon.gov](mailto:mgoss@bendoregon.gov) o (541) 388-5505. Los usuarios del servicio de retransmisión deben marcar el 7-1-1.