



To: Honorable Public Utilities Board

Submitted by:           / S /            
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AGM – Customer Resources

From: Rebecca Irwin  
AGM – Customer Resources

Approved by:           / S /            
Nicolas Procos  
General Manager

Subject: Review of Alameda Municipal Power’s Community Sponsorship Policy

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### RECOMMENDATION

*For information only.* The purpose of this report is to provide a review of Alameda Municipal Power’s community sponsorship policy.

### BACKGROUND

As a community-owned utility, Alameda Municipal Power (AMP) endeavors to provide value to enrich the lives of Alameda’s residents and businesses and re-invest in the island. In addition to the utility’s annual transfer to the city of Alameda’s general fund, which is currently \$5.5 million, AMP also provides sponsorship of community events and programs. These sponsorships provide AMP with another, more public channel to support community programs and issues aligned with its strategic goals and initiatives.

While providing value to the community is an important goal for AMP, until 2015 the utility lacked a defined policy to guide its sponsorship program. Moreover, there was no application process, no guidelines to assist staff in approving sponsorship requests, nor any reporting to the Public Utilities Board (Board).

At its April 20, 2015, meeting, the Board approved AMP’s first community sponsorship policy and application process. Additionally, the Board approved a calculation to determine the annual budget for sponsorships (0.0005 percent of the overall utility budget) and requested that a report on those sponsorships be presented to the Board annually.

Each summer since the policy was approved, staff has presented to the Board a summary of the organizations it sponsored during the prior fiscal year (FY). Individual sponsorships awarded have ranged from \$125 to \$8,000.

The current budget for sponsorships is \$35,000. Until the sponsorship policy was approved by the Board in 2015, the expenditures for sponsorships over the prior 12 years varied from as low as \$17,832 in FY 2014 to as high as \$41,500 in FY 2015.

## DISCUSSION

The policy approved by the Board in 2015 provided information on the purpose, funding, application and evaluation process, and administration and approval process. Below is the policy in its entirety.

### *I. PURPOSE*

Alameda Municipal Power's (AMP) commitment to service goes well beyond supplying reliable electricity to its customers. Through thoughtful community sponsorships, AMP strives to enhance the quality of life of all who live in the City of Alameda.

AMP is a non-profit electric utility operated as an enterprise fund of the City of Alameda. As such, our funds are limited and will generally be made to organizations that support programs and issues aligned with our strategic goals and initiatives. AMP currently focuses its resources on the following issues: (1) environment, (2) education, (3) economic development, and (4) quality of life.

### *II. FUNDING*

The sponsorship budget will be established each year through the annual budgeting process and will not exceed 0.0005 percent of AMP revenues.

### *III. EVALUATION OF REQUESTS*

AMP will consider sponsorship requests of those community organizations, located within the City of Alameda, that are conducting a campaign that solicits support of the general public and/or business community with pre-established price(s) of sponsorship level(s).

Multi-year pledge campaigns, annual fund drives, and automatic contributions are disallowed. Annual requests must be resubmitted. Request for sponsorship solely by AMP (not part of a general campaign) will generally not be considered. Sponsorships shall not support general operating funding for any group.

AMP will not support efforts involving:

- Individuals or individual endeavors
- Political campaigns/parties including political or individual lobbying activities
- Religious organizations
- Organizations that discriminate on the basis of race, creed, color, sex, or national origin
- Organizations whose services are not provided in AMP's service territory
- Grants
- Donations of AMP electric service for which a fee is normally charged

Sponsorships should provide recognition to AMP in the form of naming rights, display ads, signage, plaques, placards and/or other appropriate means of public recognition.

*IV. APPLICATION AND PROCESSING OF REQUESTS*

A. Requests for community sponsorships must be submitted in writing to the Customer Resource Division of AMP and should include a completed sponsorship application (downloadable from AMP's website) and a concise proposal containing the following information:

- a. What is the purpose of your event?
- b. What is the purpose of your organization?
- c. Who is your audience and how many have attended in the past? If a new event, what's the expected attendance?
- d. What other organizations are you seeking funding from?
- e. Has AMP supported the organization/event in the past?
- f. Provide a detailed list of all benefits and exposure AMP will receive (e.g. print ads, inserts, banners, etc.).
- g. Provide a timeline for the promotion of your event.
- h. How, specifically, will these funds be used?
- i. Provide at least two local references for your organization/event.

B. The Assistant General Manager (AGM) – Customer Resources will process requests.

*V. ADMINISTRATION*

A. The AGM – Customer Resources will budget for community sponsorship programs.

B. The AGM – Customer Resources will prepare an annual report summarizing sponsorship disbursements.

*VI. APPROVAL PROCESS*

The AGM – Customer Resources will evaluate all community sponsorship requests using guidelines established by management and budgetary constraints. All requests that are less than \$5,000 will be approved by the AGM – Customer Resources; all requests that are more than \$5,000 but within the sponsorship budget will be approved by the General Manager.

NEXT STEPS

The budget for FY 2021 sponsorships will be a part of the budget proposal presented to the Board at its April 2020 meeting.

The review of AMP's community sponsorships for FY 2020 will be presented to the Board at its July 2020 meeting.

FINANCIAL IMPACT

There is no financial impact at this time. Community sponsorships are a current line item in the budget and are funded at 0.0005 percent of the utility's total budget.

LINK TO STRATEGIC PLAN AND METRICS

Customer Experience, Strategy 1: Define and promote our brand to improve awareness and value.

Customer Experience, Strategy 3: Maximize opportunities to meet customer needs and improve engagement

EXHIBIT

- A. List of Fiscal Year 2019 Community Sponsorships
- B. Presentation

**EXHIBIT A**

**Overview of Fiscal Year 2019 Community Sponsorships**

In fiscal year 2019, AMP provided \$35,050 in sponsorship funds to the following organizations:

<b>Organization</b>	<b>Funding Level</b>	<b>Use of Funds</b>
<i>Alameda Architectural Preservation Society</i>	\$2,000	Sponsorship of the Alameda Legacy Home Tour and the inclusion of the first house to go electric in the city of Alameda.
<i>Alameda Boys &amp; Girls Club</i>	\$1,000	Provision of cleaning and gardening supplies for AMP staff volunteering at the facility during Public Power Week.
<i>Alameda Chamber of Commerce</i>	\$600	Sponsorship of the State of the City Luncheon.
<i>Alameda Chamber of Commerce</i>	\$1,000	Sponsorship of the Island Jam, an event to promote West Alameda businesses.
<i>Alameda Council Boy Scouts of America</i>	\$250	Sponsorship of golf tournament benefiting youth of Alameda.
<i>Alameda Education Foundation</i>	\$500	Sponsorship of annual Salute to Education event.
<i>Alameda International Film Festival</i>	\$250	Sponsorship of festival; funds used to offset costs of film licensing, programs and advertising.
<i>Alameda Junior Golf Club</i>	\$200	Sponsorship of golf tournament and scholarship program.
<i>Alameda Point Collaborative</i>	\$500	Sponsorship of Farm to Table Luncheon.
<i>Alameda Running Festival</i>	\$750	Sponsorship of race to support Alameda Meals on Wheels and Alameda Education Foundation.
<i>Alameda Summer Art Fair</i>	\$500	Sponsorship of art fair to promote local artists in Alameda and support a vibrant and creative community.
<i>American Cancer Society</i>	\$500	Sponsorship of Relay for Life of Alameda.
<i>Bike Walk Alameda</i>	\$500	Sponsorship of the city of Alameda's participation in Bike to Work Day.
<i>City of Alameda</i>	\$8,000	Sponsorship of city's annual Earth Day Festival.
<i>Christmas Tree Lane</i>	\$2,500	Sponsorship of annual holiday decoration event.
<i>Downtown Alameda Business Association</i>	\$6,000	Sponsorship of the annual Spring Festival and the annual Art & Wine Faire, promoting downtown district as family-friendly, clean, green and safe.
<i>Frank Bette Center for the Arts.</i>	\$750	Sponsorship of lecture and public demonstration of plein air painting by a distinguished painter.
<i>Alameda 4<sup>th</sup> of July Foundation</i>	\$3,200	Sponsorship of annual Mayor's 4 <sup>th</sup> of July parade.
<i>Rhythmix Cultural Works</i>	\$2,500	Sponsorship of series of events providing free cultural arts programming for youth.
<i>USS Hornet Museum</i>	\$500	Sponsorship of July 4 <sup>th</sup> celebration aboard Hornet.

<i>USS Hornet Museum</i>	\$2,000	Sponsorship of Splashdown 50 event and STEM Educators Day as part of 50 <sup>th</sup> anniversary of historic Apollo mission.
<i>West End Arts District</i>	\$1,000	Sponsorship of West End Blues, Brews & BBQ.

# Alameda Municipal Power's Community Sponsorships Policy Review

November 18, 2019

# Overview

- Background of Alameda Municipal Power's (AMP) sponsorship program
- Review of policy
- Next steps



# Sponsorship Background

- Past ~30 years: AMP has sponsored community events and programs (in addition to annual general fund transfer).
- April 20, 2015 – Public Utilities Board (Board) approved first policy and application process.
- Annual sponsorship reports submitted to Board in summers of 2016, 2017, 2018, and 2019.

# Review of Sponsorship Policy

- I. Purpose: Sponsorship generally made to organizations that support programs and issues aligned with AMP's strategic goals and initiatives.
  - i. Environment
  - ii. Education
  - iii. Economic development
  - iv. Quality of life
  
- II. Funding: Budget established annually, not to exceed 0.0005 percent of AMP revenues.

# Review of Sponsorship Policy, cont'd.

- III. Evaluation of Requests: AMP will consider sponsorship requests for organizations conducting a public campaign with pre-established sponsorship levels and appropriate means of public recognition.

## AMP will not support:

- i. Individuals or individual endeavors
- ii. Political campaigns/parties including political or individual lobbying activities
- iii. Religious organizations
- iv. Organizations that discriminate on the basis of race, creed, color, sex or national origin
- v. Organizations whose services are not provided in AMP service territory
- vi. Grants
- vii. Donations of AMP electric service for which a fee is normally charged

# Review of Sponsorship Policy, cont'd.

## IV. Application and processing of requests

### i. Proposal to include:

- What is the purpose of your event?
- What is the purpose of your organization?
- Who is your audience and how many have attended the event in the past?
- What other organizations are you seeking funding from?
- Has AMP supported the organization/event in the past?
- Provide a detailed list of all benefits and exposure AMP will receive.
- Provide a timeline for the promotion of this event.
- How, specifically, will these funds be used?

### ii. Assistant General Manager (AGM) – Customer Resources processes requests.

**ALAMEDA MUNICIPAL POWER**  
A Department of the City of Alameda

### SPONSORSHIP APPLICATION

IDENTIFICATION NAME	FEDERAL ID #	ARE YOU A NOT-FOR-PROFIT ORGANIZATION?	
CONTACT PERSON'S NAME AND POSITION	CONTACT PHONE #		
ADDRESS	CITY	STATE	ZIP CODE
ALAMEDA MUNICIPAL POWER CUSTOMER?	EVENT DATE, TIME AND DURATION		
<input type="checkbox"/> YES <input type="checkbox"/> NO	START TIME	END TIME	
WEBSITE/URL	EMAIL		

**BACKGROUND:**  
Please provide the following information typed on a separate sheet of paper.

1. What is the purpose of your event?
2. What is the purpose of your organization?
3. Who is your audience and how many have attended in the past? (If a new event, what's the expected attendance?)
4. What other organizations are you seeking funding from?
5. Has AMP supported the organization/event in the past?
6. Provide a detailed list of all benefits and exposure AMP will receive (e.g., print ads, inserts, banners, etc.)
7. Provide a timeline for the promotion of this event.
8. How, specifically, will these funds be used?

**LEVEL OF SUPPORT**

\$100 - \$250       \$250 - \$500       \$500 - \$750  
 \$750 - \$1,000       \$1,000 - \$1,500       Other \$ \_\_\_\_\_

**AGREEMENT**

I have read and agree to AMP's Sponsorship Policy and certify that the sponsorship request meets all required criteria detailed in the policy and that all information provided by the applicant is true and correct.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit application and other applicable documents to:  
Alameda Municipal Power, Attn: Sponsorship Request  
2000 Grand Street  
Alameda, CA 94501

<b>FOR ADMINISTRATIVE USE ONLY</b>	
APPLICATION RECEIVED:	FOLLOW UP: <input type="checkbox"/> SUPPORT MATERIALS RECEIVED:
<input type="checkbox"/> APPROVED <input type="checkbox"/> DECLINED	

Alameda Municipal Power - 2000 Grand Street, Alameda, CA 94501      02/11

# Review of Sponsorship Policy, cont'd.

## V. Administration

- i. AGM – Customer Resources will budget for community sponsorship program.
- ii. AGM – Customer Resources will prepare annual report.

## VI. Approval Process

- i. AGM – Customer Resources evaluates requests.
- ii. Requests less than \$5,000 approved by AGM – Customer Resources.
- iii. Requests greater than \$5,000 approved by General Manager.

# Next Steps

- April 2020 Board meeting – Sponsorship budget for Fiscal Year (FY) 2021 will be included in AMP's budget proposal.
- July 2020 Board meeting – FY 2020 review of sponsorships.

# Contact Information

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