



**SUBMITTAL TO THE RIVERSIDE UNIVERSITY HEALTH SYSTEM MEDICAL CENTER GOVERNING BOARD
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM
15.1
(ID # 10827)

MEETING DATE:

Tuesday, September 17, 2019

FROM : RUHS-MEDICAL CENTER:

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM - MEDICAL CENTER: Initiation of a New Ordinance to Provide for the Sale of Advertising Space and Commercial Uses of Certain Property Pursuant to Government Code §§ 26109 and 26110 to Encourage Philanthropy in Support of the County's Health System; District - All. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Pursuant to Board Policy A-67, adopt an Order initiating a new Ordinance that would provide for the sale of advertising space and commercial uses of certain property pursuant to Government Code §§ 26109 and 26110 to encourage philanthropy in support of the County's Health System; and
2. Direct the Assistant CEO of Riverside University Health System - Health and Hospital Services to work with County Counsel to prepare and process the new Ordinance.

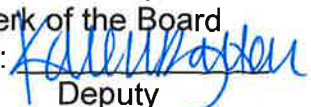
ACTION:Policy


 Jennifer Cruikshank, Chief Executive Officer - Health System 9/3/2019

MINUTES OF THE GOVERNING BOARD

On motion of Supervisor Hewitt, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt
 Nays: None
 Absent: None
 Date: September 17, 2019
 xc: RUHS

Kecia R. Harper
 Clerk of the Board
 By: 
 Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$0	\$0	\$0	\$0
NET COUNTY COST	\$0	\$0	\$0	\$0
SOURCE OF FUNDS: N/A			Budget Adjustment: No	
			For Fiscal Year: 19/20	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The Board of Supervisors and the Governing Board of the Riverside University Health System (RUHS) Medical Center have approved a series of projects for the future development of RUHS, including the building of a 200,000 square foot Medical Office Building at the Moreno Valley Campus, expansion of the Child Abuse & Neglect Unit at the Medical Center and the creation of a Trauma Research Center. One important way to make such initiatives successful is by seeking the philanthropic support of the community.

Philanthropic Support

Hospitals and other healthcare organizations are traditionally a focus for charitable contributions in the United States. Hospitals in particular are attractive to donors because they tend to be visible, high-profile anchor institutions in the community and provide essential services. Also, donors often support healthcare organizations because they or a family member directly benefited from care they received.

Philanthropy cannot only provide resources that might not otherwise be available to the County but confers a degree of prestige on the benefiting institution that has lasting effects to future fundraising and public image. For organizations with limited advertising and marketing dollars, public evidence of philanthropic support is especially valuable.

Philanthropy is not limited to private healthcare organizations. As both Santa Clara and San Francisco counties have shown, substantial donations are made to public healthcare facilities in California.

Naming Opportunities

Since 1989 the RUHS Foundation has been dedicated to raising financial support for programs, education and equipment purchases for Riverside University Health System. In FY 2017/2018 alone, it raised more than \$1.7 million in contributions, including the largest gift from an individual in the organization's history and multiple gifts that each exceeded \$100,000. Clearly, there is interest in the community in supporting RUHS with financial contributions.

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The one philanthropy “tool” that has not yet been available for the Foundation’s efforts is the ability to offer donors naming opportunities and donor sponsorship recognition related to units, public spaces, nursing stations, patient rooms and other spaces within the RUHS facilities. The proposed Ordinance would be the first step toward creating the ability for the Foundation, under the oversight of this Board, to offer such opportunities in exchange for philanthropic support. The Ordinance with the open and transparent process that is proposed for review and approval of such opportunities will follow processes already used by other Counties for the same purposes.

The Proposed Naming Process

Government Code Sections 26109 and 26110 provide Counties with the authority, in accordance with certain procedures, to provide for advertising space on county real or personal property (Section 26109) and to provide for certain “commercial uses” of County property (Section 26110). After adoption of the proposed Ordinance this Board would then adopt, as required by the statutes, one or more “Marketing plans” that outline the fundraising goals and the types of sponsorship opportunities available to those who agree, through formal donor contracts, to comply with specified donor requirements. All proposed naming contracts would be individually approved by this Board at noticed public hearings and the resulting donated funds would be managed and expended under the direction of the Assistant CEO Health Systems in compliance with federal, state and local laws as well as County requirements, policies and procedures.

Impact on Citizens and Businesses

A well-supported, public healthcare system ensures that comprehensive, high quality healthcare will be available to all in the County. Creating a structure that will allow recognition of those providing financial support for such a system helps it to continue to provide such care.

Additional Fiscal Information – None



Gregory L. Priamos, Director County Counsel 9/3/2019