



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



ITEM: 15.3
(ID # 11435)

MEETING DATE:

Tuesday, December 17, 2019

FROM: RUHS-MEDICAL CENTER:

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM - MEDICAL CENTER: Introduction of Ordinance No. 954 to Provide for the Sale of Advertising Space and for Commercial Uses of Certain Riverside University Health System Property Pursuant to Government Code §§ 26109 and 26110 to Encourage Philanthropy in Support of the County's Health System; All Districts. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Introduce, Read Title and Waive Further Reading of, and Adopt on successive weeks Ordinance No. 954, a new Ordinance that would provide for the sale of advertising space and for commercial uses of certain property pursuant to Government Code §§ 26109 and 26110 to encourage philanthropy in support of the County's Health System.

ACTION:Policy


Jahnir Cruikshank, Chief Executive Officer - Health System 12/2/2019

MINUTES OF THE GOVERNING BOARD

On motion of Supervisor Perez, seconded by Supervisor Hewitt and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended and Ordinance No. 954 is approved as introduced with waiver of the reading.

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

Kecia R. Harper
Clerk of the Board

By 
Deputy

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

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

This Board 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. On September 17, 2019, Item #15.1 directed the Assistant CEO of RUHS Health and Hospital Services to work with County Counsel to prepare and process this new Ordinance that would provide for commercial uses of certain property pursuant to Government Code §§ 26109 and 26110 and encourage philanthropy in support of the County's Health System.

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 not only provides 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 support public healthcare facilities in California.

Naming Opportunities

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

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. At the recent 30th annual Festival of Trees more than \$600,000 was contributed in one evening. Clearly, there is interest in the community in supporting RUHS with major contributions.

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 and 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

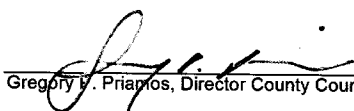
Government Code Sections 26109 and 20110 provide Counties with the authority, in accordance with certain procedures, to provide for advertising space on county real or personal property (Section 26109) and to provide for certain "commercial uses" of County property (Section 26110). After adoption of 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 RUHS Health and Hospital Services 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

Adoption of the proposed Ordinance would not incur any additional cost.


Gregory V. Priamos, Director County Counsel 12/3/2019

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

ORDINANCE NO. 954

AN ORDINANCE OF THE COUNTY OF RIVERSIDE
TO PROVIDE FOR COMMERCIAL USES
OF CERTAIN RIVERSIDE UNIVERSITY HEALTH SYSTEM PROPERTY
PURSUANT TO GOVERNMENT CODE §§ 26109 AND 26110

The Board of Supervisors of the County of Riverside ordains as follows:

Section 1. PURPOSE. The purpose for this Ordinance is to adopt procedures for the review and approval of proposed commercial uses of certain County property.

Section 2. AUTHORITY. This Ordinance is adopted pursuant to the authority of Government Code Sections 26109 and 26110.

Section 3. COMMERCIAL USES OF CERTAIN COUNTY PROPERTY.

The Board of Supervisors may authorize any of the following commercial uses of certain County property, consistent with an approved County marketing plan supporting the development and operations of the County's Health System:

- a. The licensing, for a fee or other consideration, of the private commercial uses of the County name, logos, or other intellectual property, or the depiction of certain County property;
- b. The donation of facilities or informational brochures, messages, or broadcasts which publicize acknowledgment of a sponsor's financial assistance; and,
- c. The sale of advertising space on certain County real or personal property, or in County printed or electronic publications, including website pages, informational brochures, broadcasts, and other messages, for the sole purpose of raising revenue for the County's Health System.

///
///

1 Section 4. REQUIREMENTS FOR AGREEMENTS.

2 Agreements to confer any of the rights enumerated in Section 3 of this ordinance and to
3 acknowledge donated moneys, goods, or services may be made in the manner and under terms and
4 conditions approved by the Board of Supervisors. Any agreement which the County seeks to enter into
5 pursuant to this ordinance is solely at the discretion of the Board of Supervisors and shall be presented at a
6 duly noticed public hearing in compliance with the requirements of Government Code §54954.2.

7 Section 5. RESTRICTION AGAINST IMPERSONATION.

8 No commercial arrangement may be entered into under which the logo or seal of the County
9 or any of its departments can be reproduced and distributed in a manner to enable impersonation of a County
10 official or employee.

11 Section 6. INTERPRETATION.

- 12 a. The authorities granted under this ordinance shall apply only to County property used,
13 operated, leased or held by or on behalf of the County's health system – known as
14 "Riverside University Health System."
15 b. Nothing in this section is intended to vest in any person the right to enter into an
16 agreement with the County.

17 Section 7. LIMITATIONS.

- 18 a. The requirements of this Ordinance are in addition to, and do not replace, any or all
19 requirements that apply to advertising, advertising displays and advertising structures
20 that are subject to the requirements of the California Outdoor Advertising Act and
21 any legislative amendments or reenactments of the Act. To the extent that there are
22 any inconsistencies between the requirements of this ordinance and the Act, the
23 requirements of the Act shall control.
24 b. The type, location, size, content and duration of the advertising display that may be
25 placed by any party pursuant to this ordinance shall be specified by the Board of
26 Supervisors in a written agreement.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

c. A person to whom the right to advertise is conferred shall comply with all terms and conditions of the written agreement, the regulations of the California Outdoor Advertising Act, or any legislative amendments or reenactment of the regulations provided for in that Act, and the ordinances of Riverside County.

Section 8. MARKETING PLAN; ANNUAL REVIEW.

Prior to the granting of any rights under this ordinance, the Assistant County Executive Officer (CEO) RUHS Health and Hospital Services shall develop a marketing plan which complies with the requirements of Government Code § 26110(a)(1), and the Board of Supervisors shall adopt such marketing plan by resolution. The Assistant CEO shall annually review the marketing plan and the performance of agreements issued under this ordinance. The Assistant CEO shall draft written findings of the annual review which shall be adopted by the Board of Supervisors with or without modification.

Section 9. SEVERABILITY.

If any provisions, clause, sentence or paragraph of this ordinance or application thereof to any person or circumstances shall be held invalid, such invalidity shall not affect the other provisions of this ordinance which can be given effect without the invalid provision or application, and to this end, the provisions of this ordinance are hereby declared to be severable.

///
///

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Section 10. EFFECTIVE DATE.

This ordinance shall take effect thirty (30) days after its adoption.

BOARD OF SUPERVISORS OF THE COUNTY
OF RIVERSIDE, STATE OF CALIFORNIA

By: _____
Chairman

ATTEST:

CLERK OF THE BOARD:

By: _____
Deputy

(SEAL)

APPROVED AS TO FORM:

By: 
MARTHA ANN KNUTSON
Deputy County Counsel