

Municipal Naming Rights and Sponsorships

City Council Workshop

December 6th, 2018



Process Review and Update

City Council request staff to explore sponsorships

Policy analysis with City staff Incorporate any City Council Feedback











Policy research and review from other communities

Staff completes draft ordinance



Policy Review

















Purpose and Goals

- Codify the use of municipal sponsorships to enhance City services, offset program cost, and/or generate new revenues.
- Establish consistent procedures
- Clarify sponsorship process
- Empower City staff to explore potential opportunities



Donation vs Sponsorship

Donation

A gift voluntary given where no reciprocal commercial benefit is given or expected.

Sponsorship

A contractual business relationship between two entities that exchange things of value.



What does this ordinance do?

- Codify rules for obtaining municipal sponsorships and naming rights.
- Create a clear process for solicited and unsolicited sponsorship ideas.
- 3. Require all funds generated through sponsorships or naming rights be allocated to the service, facility, property, or program that it is associated with.
- 4. Require all sponsorships and naming rights contracts must be for a fixed term.



What does this ordinance not do.

- Change donations or gifts
- Impact inter-governmental agreements
- Impact grants
- Change the naming process in honor of individuals or events as outlined in 'Article E. Naming and Renaming of Public Property'



Requirements and Restrictions

- All generated funds must be used by the service, facility, program or property
- All must be a fixed term with expiration
- No political affiliation
- Cannot be transferred
- Require City Council approval
- No product or service endorsements
- Retain ownership and control
- Cannot infer with function, character, or aesthetic quality of City service, facility, program or property.
- Competitive process for solicited sponsorships



Two Types of Sponsorships

Solicited Sponsorships

- Staff writes a Request for Proposal (RFP) to meet the need of the service, facility, program, or property.
- Bids are accepted and scored through a competitive RFP process.
- All funds generate must use by that service, property, facility, or program.
- Must be approved by City Council.

Unsolicited Sponsorships

- Entity submits a sponsorship proposal.
 - Terms of agreement
 - Contractual relationship
 - Renewal Options
 - Value of the consideration
 - Payment schedule
 - Rights and benefits
- A City Manager appointed committee reviews the proposal and makes a recommendation to City Council.



Solicited Sponsorship Process

City program, facility, property, or service is determined to have a potential sponsorship opportunity



Staff writes an RFP detailing the terms and requirements of the potential opportunity



The sponsorship bid is released and advertised to potential partners



Winning bid is presented to City Council for approval



Staff reviews and scores sponsorship proposals



Unsolicited Sponsorship

- Must provide the following to be considered:
 - A description of the contractual relationship, specifying the exact nature of the agreement;
 - The term of the agreement;
 - Renewal options, if permitted;
 - The value of the consideration and, in the case of in-kind contributions, the method of assessment;
 - The payment schedule; and
 - Rights and benefits.
- City Manager appointed committee determines one of the following three outcomes:
 - 1. Recommend approval to City Council;
 - 2. Recommend staff release RFP for additional opportunities; or
 - 3. Denial of proposal.



Unsolicited Sponsorship Process

The City receives a potential sponsorship proposal that meets the requires of the City ordinance



The City Manager appoints a committee to review the sponsorship to determine if it should be recommended for approval, denied, or an RFP should be released



If it is determined the proposal will be approved, the item will be placed on a City Council agenda



If its determined, the opportunity may have broad appeal, Staff will write an RFP to be released



If denied, the entity will be notified for the reason of the denial



Questions and Feedback

