

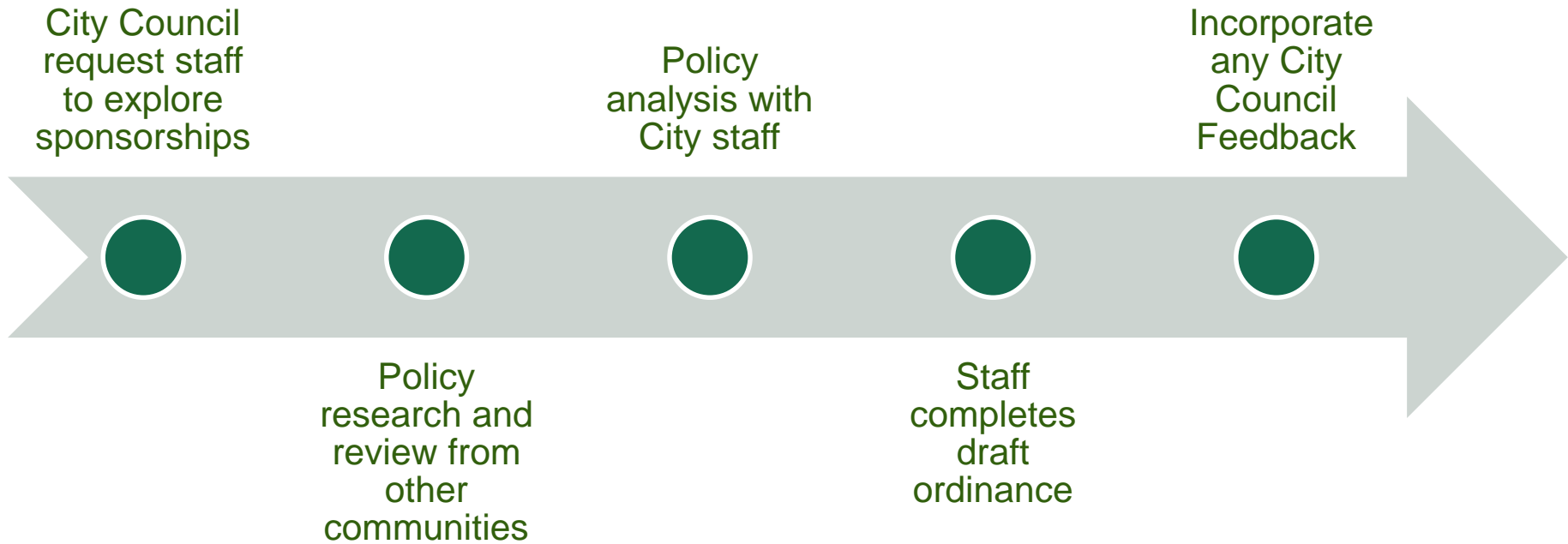


Municipal Naming Rights and Sponsorships

City Council Workshop
December 6th, 2018



Process Review and Update



Purpose and Goals

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



Policy Review



Donation vs. Sponsorship

Donation

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

Sponsorship

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



What would this ordinance do?

Establishes rules for obtaining municipal sponsorships and naming rights.

- Creates a clear process for solicited and unsolicited sponsorship opportunities.
- Requires all funds generated through sponsorships or naming rights be allocated to the service, facility, property, or program that it is associated with.
- Requires all sponsorship and naming right contracts to be for a fixed term.
- All generated funds must be used by the service, facility, program, or property.
- All must be fixed term with expiration.
- No direct 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.



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'.



Solicited Sponsorship Process



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



Questions and Feedback

