

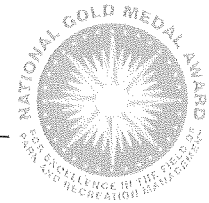
CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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www.LBParks.org



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the
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March 21, 2017

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to create and implement a Partnerships to Enhance Parks, Programs and Services (PEPPS) Program for the Parks, Recreation and Marine Department. (Citywide)

BACKGROUND

In 1996, the City Council approved the Citywide Policy on Sponsorships (Policy) for the Department of Parks, Recreation and Marine (PRM), which resulted in several citywide sponsorship agreements. However, in subsequent years, the economic environment changed and sponsorship opportunities were not actively pursued. On July 12, 2011, the City Council requested that the Policy be reviewed and updated to allow PRM to solicit and accept corporate sponsorships. Pursuant to this request, staff researched best practices of comparable governmental agencies for identifying, evaluating, and approving sponsorships. The research revealed that a Request for Proposals (RFP) or a Request for Information (RFI) was typically relied upon to invite private vendors to bid on sponsorship opportunities, or provide information relative to a specific program, activity, or facility.

On March 13, 2012, the City Council approved several modifications to the Policy. A streamlined process for identifying and evaluating potential sponsorships was outlined that included seeking competitive proposals and selecting the best one in accordance with the City's established purchasing practices. A non-exhaustive list of potential donations and/or sponsorships was included to offset costs for PRM programming, special events, facility maintenance, and/or facility improvements ranging from memorial benches to playgrounds.

On June 21, 2016, the City Council requested that PRM conduct a parks facilities and recreation programs analysis to inform the development of a pilot program designed to include new public-private partnership proposals to benefit community programs, facilities, and services.

DISCUSSION

In response to the City Council's request, PRM staff performed an analysis in areas outlined below. In doing so, staff kept in mind the clear direction of the City Council to limit opportunities by any new partnership program to the provision of new and enhanced programs, services, facilities, and revenues.

Existing Policies Related to Partnerships and Sponsorships

There are several existing policies and practices in place that allow or encourage partnership opportunities with PRM. They are as follows:

Citywide Policy on Sponsorships for the Department of Parks, Recreation and Marine

This policy has been updated several times since it was first initiated in 1996. In its current state, it covers such practices related to the donation of funds to support programs and services as well as naming rights. Although it is detailed and effective for those types of partnerships, it is limited in scope and does not include other partnership opportunities such as Adopt-a-Park, revenue sharing, or commercial concessions.

Department of Parks, Recreation and Marine Fee Waiver Policy

This policy (Attachment A) allows PRM to recognize the value of partnering with other agencies and organizations to provide services benefiting the community and augmenting PRM's mission. Organizations can apply for a fee waiver of some facility use fees, with the ultimate decision to waive those fees made by formal action of the Parks and Recreation Commission (Commission). This policy is currently under review by the Commission with anticipated changes expected to be implemented in 2017.

Right-of-Entry Permit

This type of permit allows local groups and organizations to enhance or improve a park for the provision of programs, services or maintenance. With this permit, the group or organization is allowed to "enter" the park to provide specific services, which may include clean-up activities, the operation of a community garden, the repair/replacement/purchase of park amenities, or the provision of community programs.

Additional Agreements

Agreements for use of City facilities with organizations helping to advance PRM's mission, such as numerous groups supporting Animal Care Services (spcaLA, FOLBA, Stray Cat Alliance, etc.), and service organizations for youth and environmental stewardship (Boys and Girls Clubs of America, YMCA, Friends of Colorado Lagoon, community garden operators, etc.), and recreational activities (LB Casting Club, LB Lawn Bowling Club, etc.).

Existing Partnerships and Sponsorships

PRM currently has more than 100 existing partnerships and sponsors (see Attachment B). Many of these relationships have been long-term, and have provided invaluable benefit to our community. The relationships fall into multiple categories, as noted above. It is clear from the number of partnerships currently in existence that past practices in PRM have been successful and have incubated many long-term community collaborations.

Current Needs Related to Facilities, Programs, and Services

There are several categories for partnerships for enhancements/refurbishments and/or enhanced or new programs and services. The list below is not meant to be all-inclusive, but rather to provide categories for future partnerships.

Parks and Facilities Amenities

Benches, fountains, shade structures, picnic shelters, hydration stations, trash receptacles, playgrounds, restrooms, band shells, tables, chairs, AV equipment, sports fields and rinks, exercise equipment, façade improvements, security systems, fencing, scoreboards, bleachers, trails/bikeways/pathways, pools, animal cages/pens/runs/cottages, piers, and vehicles.

Programs

New low or no cost youth/teen/adult/senior/aquatics/adaptive/special population programs (fitness, wellness, sports, enrichments, arts, education, entertainment), community special events, program supplies or equipment, pet food, and animal care supplies.

Services

Low or no cost spay/neuter services, animal foster care, park and beach cleanups, trash pickup, park concessions (food, beverage, sundries), play equipment, and entertainment.

Proposed New Partnership Program

Staff is proposing that a new umbrella program be created to (1) incorporate existing policies and procedures, (2) include current partnerships, (3) allow for expanded partner opportunities, and (4) provide a more consistent framework for future opportunities. This new program, *PEPPS Program (PEPPS)*, will allow for a variety of relational opportunities with PRM within a defined framework that ultimately provides greater benefit to the community. PEPPS (Attachment C) outlines partnership values, opportunities, and requirements, while protecting the City of Long Beach brand. PEPPS was informed by research conducted into best practices in the industry, modeling components after successful programs in the cities of San Francisco, Minneapolis, Seattle, Kansas City, Sacramento, and Portland, and the state of New York.

The main components of PEPPS are outlined below:

Relational Opportunities

PEPPS provides for the following partnership relational opportunities:

- Donations
- Sponsorships
- Program or Service Delivery
- Revenue Sharing
- Volunteer Support
- Park or Beach Maintenance or Stewardship
- Facility or Amenity Naming
- User Fee Waivers
- Commercial Concessions

In addition, PEPPS allows for innovative partnerships by permitting businesses and organizations to submit a Letter of Intent to Partner and propose partnerships for consideration that have not been contemplated in the past.

Finally, PEPPS will include a partnership category for non-profit organizations interested in providing a service that is currently contracted by the City, through the use of volunteers. The organization must be able to meet the minimum qualifications of the scope of work under the previous contract, and, if so, would be entitled to a "grant" for the services provided. For example, during a park maintenance contract RFP period, an organization could propose to provide daily trash pickup, lake clean-ups (aquatic weed control), and hand pulling of weeds throughout parks utilizing volunteers to provide these services. As such, the City could choose to enter into an agreement with that organization, offering a grant of a percentage of the anticipated expenditure savings by utilizing the non-profit organization.

Guiding Principles

With PEPPS, partnerships will be solicited and approved based on these guiding principles:

- Partnerships must bring in significant new revenues, resources, ideas, technologies, programs or services that meet current community needs and demands.
- Partnerships must clearly demonstrate positive social, financial, environmental and/or cultural impact.
- Partnerships must protect and enhance the City of Long Beach brand or image. The partners must share a comparable brand or image for quality and excellence, and share the mission and vision of the City of Long Beach to serve our residents, businesses and visitors.

- Partners in programs or services must possess a proven track record of success to ensure sustainability of the partnership, including an appropriate infrastructure to effectively deliver the program or service.
- Partners for programs and services must be able to demonstrate the financial capacity to offer the program or services, as well as provide indemnification and liability insurance as determined by the City's Risk Manager.
- Partnerships should generally be self-sustaining, not placing undue financial burden on existing City resources and must not have a negative impact on other park or facility programs and services.
- Partnership opportunities should be inclusive and free of participation barriers to the community.
- Partnerships must not be in conflict with any existing City policy, practice, initiative or procedure and partners would be required to follow all City, County, State and Federal laws.

Process

Any business, organization, agency, or individual seeking to propose a partnership with PRM must complete an online Letter of Intent to Partner (LOI Form). A draft of the LOI Form is attached (Attachment E). The form outlines the potential partnership, proposed relationship with PRM, benefits to the community, partner's background and history providing the proposed program or service, support resources requested of the City, other financial supporters of the program or service, other cities or communities where the partner is providing a similar service, and professional references.

PRM staff will initially evaluate the LOI Form, comparing it with the guiding principles listed above. This step may include the request of additional information or research before the proposal is moved forward in the approval process.

If a proposal is deemed by the Director of PRM to meet the intent of this policy, PRM will inform the proposer of all other permits, licenses or other necessary documents that will need to be completed prior to final approval.

A sponsorship or benefiting advertising proposal must be completed on a Sponsorship Approval Form submitted to the City Manager, or designee, for approval prior to verbal or written commitments regarding the program or project.

Except for matters within the purview of the Commission, all contract procurements with a value of \$200,000 or less shall be processed through the City's Purchasing Agent, in accordance with the procedures set forth under Long Beach Municipal Code (LBMC) Section 2.84.010. Contracts with a value over \$200,000 must be approved by the City Council and signed by the City Manager or his/her designee.

This matter was reviewed by Deputy City Attorney Linda T. Vu and by Budget Management Officer Rhutu Amin Gharib on March 1, 2017.

TIMING CONSIDERATIONS

City Council action is requested on March 21, 2017, to begin implementation of the PEPPS Program.

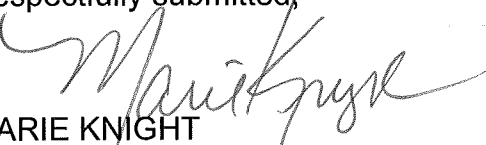
FISCAL IMPACT

While there is no immediate direct fiscal impact associated with the adoption of the proposed initiative, one of the intents of PEPPS is to provide for a positive fiscal impact for the City. Proposals and contracts resulting from PEPPS will be evaluated to determine any fiscal impact on City resources and to ensure that the proposal does not initiate any issues or concerns related to Proposition L or any other current City, State and Federal regulations.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



MARIE KNIGHT
DIRECTOR OF PARKS, RECREATION AND MARINE

Attachment A: Fee Waiver Policy

Attachment B: List of Partners

Attachment C: Partnerships to Enhance Parks, Programs and Services Policy

Attachment D: Letter of Intent to Partner

APPROVED:



PATRICK H. WEST
CITY MANAGER



Policies and Procedures

City of Long Beach, Department of Parks, Recreation and Marine

Subject: FEE WAIVER POLICY

Number: 3.15

1.0 PURPOSE

- 1.1 To provide policies and procedures for requesting and approving a waiver of departmental fees and charges established by the Parks and Recreation Commission, in accordance with the Long Beach Municipal Code 2.54 and the City Charter, Article IX, Section 902.

2.0 POLICY

- 2.1 The Department of Parks, Recreation and Marine (Department) recognizes the value of partnering with other agencies and organizations to provide services that benefit the community and its residents. In an effort to provide support to organizations that provide a community benefit that the City of Long Beach (City) is unable to provide, the following procedures have been established for determining when application fees, facility use fees, permit fees, or other departmental charges established by the Parks and Recreation Commission (Commission) may be waived.
- 2.2 All fee waivers must be approved by a majority vote of the Commission.
- 2.3 As stated in the Long Beach Municipal Code 2.54.010, any aggrieved person may appeal a decision or action made by the Parks and Recreation Commission.

3.0 RESPONSIBILITY

- 3.1 Fees established by the Parks and Recreation Commission for the use of City facilities (Facility Use Permit Fees) may be waived by the Commission if the applicant requests a fee waiver under one of the categories defined in this policy and the appropriate criteria are met.
- 3.2 Application for fee waiver must be submitted and associated fees must be paid prior to the date of the event for the applicant to secure reservation and to be eligible for fee waiver. Eligible fees will be reimbursed if the event occurs before Commission approves the adjustment.
- 3.3 This policy and procedure does not apply to permits issued by the Office of Special Events pursuant to 5.60 of the Long Beach Municipal Code, or fees required by other City departments.

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4.0 ESTABLISHED FEES ELIGIBLE FOR CONSIDERATION

The following list defines the Commission established fees that can and cannot be waived.

4.1 Fees and costs that may be eligible for waiver by the Commission:

- (a) Application fees
- (b) Administrative fees
- (c) Participant fees
- (d) Permit fees
- (e) Permits to gather fees
- (f) Facility use fees
- (g) Facility rental fees

4.2 Fees and costs to the Department that cannot be waived by the Commission:

- (a) Monitoring costs
- (b) Staffing or labor reimbursement costs
- (c) Security costs
- (d) Utility reimbursement costs
- (e) Deposits for damages to facilities
- (f) Refuse removal costs
- (g) Custodial costs
- (h) Maintenance costs
- (i) Other City department charges

5.0 ELIGIBILITY FOR FEE WAIVER

The Commission may waive fees for an organization, individual or program if it determines that:

- 5.1 The event or program is open to the public¹ and is in compliance with the City's non-discrimination policy; and
- (a) The event or program is consistent with Department mission, values, and objectives; and
 - (b) The program or event is of significant value to the Long Beach community or Department; and
 - (c) That established fees would cause significant financial hardship or would have a detrimental effect upon the services provided to the public; and

¹ Events open to the public may require registration, participation or admission fee.

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- (d) The proposed event or program will have no detrimental impacts on existing facilities or department activities, and that the permitted organization will provide in-kind services to offset the actual cost to the City or mitigate impacts that are created by the event or program; and
- (e) The Fee Waiver Application (Application) is submitted prior to the date of the event; and
- (f) There is no evidence of previous violations of the Fee Waiver Policy (organizations that violate this Policy or present false information about their event or program may not be eligible for fee waivers).

5.2 The agency is providing an event or service that is free and open to the public benefiting the Long Beach community/charity; or

- (a) The agency is a Long Beach based organization and is providing a minimal fee service or program that results in significant community benefit; or
- (b) The Commission has determined that no profit will be made from the event by the permitting organization or by any other private individual or business; or
- (c) If a fee is charged at the event or program for the purposes of fundraising for a charitable cause, a portion of the proceeds will be paid to the City if proceeds exceed permitting costs by more than 100 percent; and
- (d) If fundraising is involved, adequate proof that the donation was given to the charity of choice and can be provided to the Commission.

6.0 ELIGIBILITY FOR FEE EXEMPTION:

An individual or organization may be exempt from fees eligible for waiver as established in Section 4.1 of this policy, if they meet one or more of the following criteria:

6.1 Intergovernmental Cooperation:

- (a) The organization is another governmental agency; and
- (b) The use of the facility is related to the performance of the agencies' governmental duties and is related or of concern to a significant portion of City residents; and

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- (c) The activities associated with the event can be provided for within the Department's existing allocations without a reduction in services in other areas of the Department.

6.2 Department Sponsored:

- (a) The event or program is consistent with Department mission, values, and objectives; and
- (b) The activities associated with the event can be provided for within the Department's existing allocations without a reduction in services in other areas of the Department; and
- (c) The program is sponsored by another City Department; or
- (d) The City is recognized as a Co-Sponsor of the event and is provided appropriate recognition on all promotional materials and at the event; or
- (e) The agency has an existing Reciprocal Use Agreement, Lease, Finding of Mutual Benefit, or Memorandum of Understanding with the City (includes contract class instructors, program operators currently under contract, and leaseholders in good standing with valid contracts.

7.0 PROCEDURE

Fee Waiver Applications (Applications) must be approved by a majority vote of the Parks and Recreation Commission (Commission). Eligible Applications will be considered as part of the regular Commission Agenda on a monthly basis.

Applications must be submitted prior to the date of event to be considered by the Commission. To be considered at the next regularly scheduled meeting of the Commission, Applicants must submit requests to Registration/Reservations at least (10) days prior to the next regularly scheduled Commission Meeting to be added to the Agenda and publicly noticed.

Organizations that meet the Fee Exemption Criteria in Section 6.0 are not required to submit a fee waiver request.

7.1 Fee Waiver Application Procedure

- (a) Applicant completes Registration Process and pays applicable fees at the Registration/Reservations Office prior to the date of the event.
- (b) Applicant completes Application and submits to the Registration/Reservations Office.

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(Applications must be submitted prior to the date of the event to be eligible for consideration. Although not required, Applicants are encouraged to submit Application at least (30) calendar days prior to the event to ensure that the item is considered at the next regular meeting of the Commission.)

- (c) Applicant may be asked by Director or Designee to submit financial information for organization or event to support Application.
- (d) Application is approved or denied by the Director or Designee based on criteria established in the Sections 4.0 and 5.0 of this policy.
 - i. Application that meets the criteria set forth in this policy will be considered by the Commission at the next regularly scheduled meeting. Applicant is encouraged to attend the Meeting to provide information requested by the Commission.
 - ii. Application that does not meet the criteria set forth by this policy will not be presented to the Commission. Applicant may address the Commission and request reconsideration of the Application during the Public Comment period at the next regularly scheduled meeting.
- ii. (e) Commission votes to approve or deny Application. Applicant may appeal decision of Commission to the City Council (see Section 7.2).
- (f) Commission may request profit and loss statement following the event before fees are reimbursed (even for Application accepted by the Commission).

7.2 City Council Appeal Process

Per Long Beach Municipal Code 2.54.010, a person may appeal any decision of the Parks and Recreation Commission to the City Council, as follows:

- (a) Appeals shall be filed with the City Clerk within ten (10) calendar days following the decision or action by the Commission. Acceptable correspondence include a letter to the City Clerk submitted by U.S. mail or by e-mail.
- (b) Upon receipt of an appeal, the City Clerk shall (1) promptly notify the Department of Parks, Recreation and Marine, and (2) set the date of Council hearing. The hearing shall be held within thirty (30) calendar days after the appeal is filed.

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- (c) Once the hearing date has been established, the City Clerk shall notify the Department of Parks, Recreation and Marine, the appellant, or other interested parties, as indicated in the Municipal Code of the said date. The City Clerk shall notify such interested parties of the Council hearing not less than ten (10) days before the hearing.
- (d) Not less than fourteen (14) days before the hearing, the Business Operations Manager, in conjunction with the appropriate Bureau Manager shall provide the Director of Parks, Recreation & Marine with a written report of the Commission decision or action on the appealed item, in accordance with the established schedule for City Council letters.
- (e) After a hearing, the City Council may affirm, modify or overrule the decision or action of the Parks and Recreation Commission, but any such action by the City Council shall require a two thirds (2/3) majority vote. If the City Council fails to obtain the requisite votes to affirm, modify or overrule, the decision or action of the Parks and Recreation Commission shall stand.

8.0 REVIEW AND REVISION

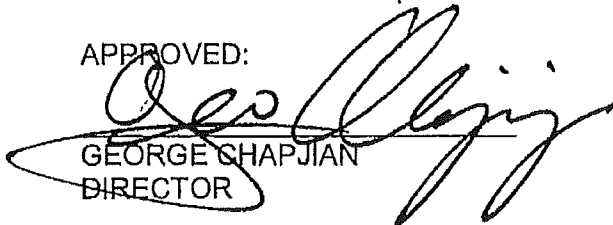
It is the responsibility of the Business Operations Manager to review and update this policy and procedure on an annual basis.

9.0 REFERENCES

The above policy follows the guidelines and regulations listed in the following documents. For further information refer to such documents.

1. City of Long Beach, Municipal Code, Chapter 2.54 Parks and Recreation Commission, Section 2.54.005 Authority
2. City of Long Beach, Municipal Code, Chapter 2.54 Parks and Recreation Commission, Section 2.54.010 Appeal of Decisions
3. City of Long Beach, City Charter, Article IX, Section 902
4. Recreation Commission Policy, Issuance of Use Permits for Community Centers and Specified Facilities

APPROVED:


GEORGE CHAPJIAN
DIRECTOR

AUTHORIZED ON:

May 10, 2013

Department of Parks, Recreation and Marine
Current Partners

Partner/Sponsor	Location(s)	Services provided
Alpert Jewish Community Center	Various	Retired and senior volunteer program
AARP	Senior Center and park sites	Tax services for Seniors
American Red Cross	Various	Emergency shelter facilities in parks
Aquatics Capital of America	Various	Promotion of events/facilities
ASPCA	N/A	Various programs and donations to support the shelter
Association of Respect and Choice	Stearns Park	Lease of facility and offer programs for individuals with disabilities such as job placement, community service, piece-work (jobs from outside), provide job coaches, job training and development, involved with Special Olympics.
Bark Avenue Foundation	N/A	Transport shelter animals to other shelters across the country
Bikeable Communities	El Dorado East	Competitive race series; free bike instruction/safety classes before competitive activities at park
Blue Buffalo	7700 E. Spring Street	Large donation of dog food and adoption giveaways
Bow Hunters	El Dorado East - Archery Range	Maintenance and instruction activities at archery range
Boys and Girls Clubs	Admiral Kidd, Scherer/Fairfield, MLK	Afterschool and other recreational programming
Cal Fish and Wildlife	El Dorado Regional Park	Provide youth fishing programs
Camp Fire USA	Heartwell Park	Recreation programming at leased PRM facility
Caremore	Senior Center and senior programs	Seminars related to health information and issues for Seniors at our Community Centers that support Older Adult programs
Catholic Healthcare West dba St. Mary's Hospital	Long Beach Senior Center	Senior health care programs
City of Lakewood	various sites	Contract classes

Partner/Sponsor	Location(s)	Services provided
City of Los Alamitos	various sites	Contract classes
Conservation Corps of LB	Nieto Bldg.	Lease a PRM facility at reduced rate of \$1/year in exchange for reduced rates on work provided by the Corps.
Coolidge Park Association	Coolidge Park	Plan and provide community Events
Co-op Preschool	Bayshore, Colorado Lagoon	Co-op Preschool offered at PRM facilities
CSU Fullerton	Dunster Biological Reserve	Olympia Oyster Restoration
CSU Internship Programs (CSUDH, CSUF)	Long Beach Senior Center	Internships that provide services not otherwise provided by paid staff
CSULB	Blair Field	Rental, Maintenance and Operation of City Facility
CSULB	Willow Springs Depot	Conceptual site plans for historic train depot
Dan Hernandez Foundation	El Dorado Regional Park	Provide youth fishing programs
DeForest Park Community Assoc.	DeForest Park	Plan and provide community programs/events
El Dorado Archers	El Dorado East - Archery Range	Maintenance and instructional activities at archery range
El Dorado Audubon Society	El Dorado Nature Center	Recreation programming at EDNC
Fix Long Beach	Various Park locations	Free spay/neuter services to the community
Florence Jones Trust	7700 E. Spring Street	Donated addition to the Cat Cottage
Food Finders	Senior Center and Silverado Park	Free food for community
Found Animals	N/A	Community Cat Program and Underage Kitten rescue
Friends of Bixby Park	Bixby Park	Plan and provide park events, programs and park clean ups
Long Beach Cricket	Marina Vista Park	Refurbish Cricket Pitch
Friends of Colorado Lagoon	Colorado Lagoon	WAMSEC programming, restoration projects, clean ups, etc.
Friends of Darryl Black Park	Darryl Black Park	Clean up activities
Friends of El Dorado Dog Park	El Dorado East - Dog Park	Dog Park amenities

Partner/Sponsor	Location(s)	Services provided
Friends of Long Beach Animals	N/A	Various programs and donations to support the shelter including the new clinic building
Friends of the Long Beach Municipal Band	Various	Financial support for summer Municipal Band program
Girl Scouts	Heartwell Park	Recreation programming at leased PRM facility
Health Department	Senior Programs	Health Services for Seniors
Health Department	WRAP school sites (8)	Health and Fitness programs for youth
Health Department	Houghton Park	Heal Zone
Health Department	Houghton Park	Bike program
Healthcare Partners	Senior Centers	Senior health related programs and services
Helen Sanders Cat Paws	N/A	Donation of a mobile adoption unit
Home Depot	Nature Center	Park clean ups, improvements, and programming
Honoring our Fallen	Rosie the Riveter Park	Installation and maintenance of Memorial wall at park
Hudson Comm Garden Assoc.	SCE Easement	Oversite of Community Garden
Iglesia Ni Cristo	Los Cerritos Park	Park clean ups
JOAD	El Dorado East - Archery Range	Maintenance activities at archery range
KaBoom	Various	Partial sponsorship of new playground equipment at PRM parks
Kong	7700 E. Spring Street	Large donation of dog toys
LA Area Boy Scouts Council	Sea Scout Base	Boy Scouts' Sea Scout programming at leased PRM facility
LA Clippers	Coolidge and McBride Parks	New basketball courts thru their FIT Campus Playground and Court Refurbishment Program
LA Kings	Claremont Beach - All City Beach Day	Partial sponsorship of 2016 All City Beach Day
LA84	City/LBUSD Pool Facilities	Funding for swimming programs
LB Airport	various parks	Sponsorship of special events
LB Area CVB	Online	100 Days of Summer Website
LB CAP	Houghton and Scherer Park	Offer family enrichment programs
LB Casting Club	Recreation Park Casting Pond/Clubhouse	In-kind instruction and maintenance of the clubhouse and casting pond

Partner/Sponsor	Location(s)	Services provided
LB Community Garden Association	EL Dorado Regional	Operation of Community Garden
LB Day Nursery	Heartwell Park	Co-op day care program
LB Lawn Bowling	Lawn Bowling Facility at Recreation Park	Free programming/instruction for new participants and ongoing facility maintenance
LB Lions Club	Willow Springs	Park improvements to include a donated picnic area
LB Local	Willow Springs	Oversight of Community gardens and operation of Farm 59 at PRM locations
LB Organic	PE ROW (Wild Oats) and Molina	Operation of several community gardens at PRM locations
LB Rosie the Riveter Foundation	Rosie the Riveter Park	Recognition wall and banners; cell tour; cleanups
LB Rowing Assoc	Pete Archer Rowing Center	Discounted use of City facility in exchange for instruction/competitions
LBCC	Chittick Field auxiliary parking	Cooperative parking agreement
LBUSD	Joint use - facilities	Joint use of City/School facilities such as fields, gyms, pools, etc.
LBUSD	Citywide	Wilson High School historic building survey in City parks
LBUSD	City/LBUSD Pool Facilities	Free recreational summer swim programs
LBUSD	Afterschool Programming - Back to School	Afterschool programming marketing
LBUSD	Summer Food	Free food for students
Library Services	Be SAFE sites (7)	Library outreach programs
Long Beach Cricket	Marina Vista Park	Pruning and clean up
Long Beach Garden Club	Rosie the Riveter Park	Park clean up
Lowe's	Nature Center	Park clean ups, improvements, and programming
Molina Health Care	Various	Sponsorship of Junior Beach Runners Program (shoes)
Naples Improvement Association	Bella Fontaine Napoli	Sponsorship of Holiday decorations
Naples Island Garden Club	Median- 2nd St and E. Naples Plaza	New up lighting and plantings

Partner/Sponsor	Location(s)	Services provided
Naples Island Garden Club	Bella Fontaine Napoli	Quarterly clean ups, pruning, etc.
Partners of Parks	Citywide	Financial/operational support for PRM programs and services
Pet Food Express	Long Beach storefront	Provides kennel space for and facilitates adoptions of shelter animals
Port of Long Beach	Various concert sites	Support Long Beach Municipal Band
Promenade Tot Lot Funding Partners (PARA, Molina Family Trust, DLBA)	Promenade Park	Playground equipment at Tot Lot
Ramona Park Community Assoc	Ramona Park	Plans and offers community programs/events
Rancho Los Alamitos Foundation	Rancho Los Alamitos	General management, including programming and non-landlord required maintenance/improvements
Rancho Los Cerritos Foundation	Rancho Los Cerritos	General management, including programming and non-landlord required maintenance/improvements
Recreation Dog Park Association	Recreation Park - Dog Park	Park clean ups
Rotary Club of Long Beach	Rotary/Centennial Park	Park clean ups
Run Racing	WRAP school sites (8)	Fitness and running programs for participants
Scherer Park Community Assoc.	Scherer Park	Planning and offering of Community Events
Seaside Dog Zone Funding Partners - DLBA and SMG	Seaside Dog Park	Improvements for dog park at Convention Center
Several dozen animal rescue groups	N/A	Rescue animals from the shelter
Shelter Me	N/A	Provides online website to showcase shelter animals
Signal Hill Parks and Recreations	various parks	Youth sports programs
Signal Hill Petroleum	Various PRM Parks	Sponsorship of Movies in the Park
Sister Cities Association	Recreation Park - Band shell	Sister Cities programming at leased PRM facility
SNPLA	Various Park locations	Provides low cost vaccination services in the parks

Partner/Sponsor	Location(s)	Services provided
SpcLA	7700 E. Spring Street	Shelter facility, adoption programs, etc.
St. Mary's	Senior Center	Physician-based ambulatory healthcare clinic for seniors
Stanbridge College	7700 E. Spring Street	Provides volunteers and interns for shelter medical team
Stray Cat Alliance	N/A	Provides a Community Cat Program
Sudsy Laundry	Miracle Park	The City leases the land behind the laundry and conducts programming
Tanaka Family Trust	Tanaka Park	Leased land for mini park
The Paw Shoppe	Long Beach storefront	Provides kennel space for and facilitates adoptions of shelter animals
UC Davis Koret Shelter Medicine	7700 E. Spring Street	Provides summer interns for shelter
USA Swim	Belmont Pool	Provides community aquatics programs
Various supporters/sponsors of Holiday Trees (individuals, CVB...)	Rainbow Lagoon, Alamitos Bay, Colorado Lagoon, etc.	Funding to support the annual holiday tree program throughout the LB waterfront
WESCA	Orizaba Park	Community programs/events
Wilmore City Heritage Association	Multiple CD1 Parks/Places	Park clean ups, improvements, and programming
Wings of Rescue	N/A	Transport shelter animals to other shelters across the country
Workforce Development	various sites	Youth employment in various programs
YMCA	Whaley Park	Park improvements and shared use of open space
10 Non-profit Youth Baseball Leagues	various parks	youth baseball programs
8 Non-profit Youth Soccer Leagues	various parks	Youth soccer programs
4 Non-profit Youth Softball Leagues	various parks	Youth softball programs
4 Non-profit Youth Football Leagues	various parks	Youth football programs
1 Non-profit Youth Rugby Leagues	various parks	Youth rugby programs
2 Non-profit Youth Lacrosse Leagues	various parks	Youth lacrosse programs

Department of Parks Recreation and Marine

Partnerships to Enhance Parks, Programs and Services Policy

The Department of Parks, Recreation and Marine (Department) has a history of successful partnerships that bring added value and benefit to our community. As the needs and demands of our community continue to increase, and as City resources are limited, it continues to be essential for the Department to establish strong partnerships that enhance and enrich the existing menu of recreational and leisure opportunities.

Through the Partnerships to Enhance Parks, Programs and Services (PEPPS) program, the Department may actively seek or receive proposals for partnership relationships for parks, beaches, facilities, programs, and services. These partnerships will be consistent with the Department's mission and operations and allow the sponsor to be recognized for their contributions in a suitable manner.

This program offers the opportunity for partnerships between the City and our local non-profit organizations, community organizations, as well as the business community that enhance the quality of life in Long Beach. The Department shall seek donations and/or sponsorships for ongoing City activities and properties that are compatible with its mission and operations. The Department retains the right to not offer particular events, programs, services, and facilities for sponsorship.

This policy will be implemented within appropriate laws and restrictions placed on certain properties, or restrictions placed on activities by other agencies through grant funding, etc. This policy shall be implemented through adherence to specific guidelines as adopted by the City Council and implemented by the City Manager. This policy shall also be implemented within all appropriate provisions of the Long Beach Municipal Code, administrative policies and regulations, and all existing City contracts for special events. A one-time partnership approval shall in no way obligate the City to continue the arrangement in the future.

GUIDING PRINCIPLES

Under the PEPPS program, partnerships will be solicited/approved based on the following guiding principles:

- 1) Partnerships must bring in significant new revenues, resources, ideas, technologies, programs or services that meet current community needs and demands.
- 2) Partnerships must clearly demonstrate positive social, financial, environmental and/or cultural impact.
- 3) Partnerships shall protect and enhance the City of Long Beach brand/ image, meaning; the partners share a comparable brand/image for quality and excellence, sharing the mission and vision of the City of Long Beach to serve our residents, businesses and visitors with excellent programs and services.
- 4) Partners in programs or services must possess a proven track record of success to ensure the sustainability of the partnership, including an appropriate infrastructure to effectively deliver the program or service.

- 5) Partners for programs and services must be able to demonstrate the financial capacity to offer the program or services as well as the possession of necessary liability insurance.
- 6) Partnerships should generally be self-sustaining, not placing additional and undue financial burden on existing City resources, and must not have a negative impact on other park or facility programs and services.
- 7) Partnership opportunities should be inclusive and free of participation barriers to the community.
- 8) Partnership must not conflict with any existing City of Long Beach policies, practices, initiatives or procedures and partners would be expected to follow all City, County, State and Federal laws.

DEFINITIONS

City Programs: Those activities and events financed primarily with general or other City funds or grant monies received by the City, and planned, organized and conducted by the City.

Sponsor: An agency, group or individual providing a cash or in-kind fee in return for access to the commercial potential associated with the City and/or event. The strategy is to build a link in the target audience's mind between the sponsor and the City. Sponsorship funds offset the cost and/or services or materials in support of a City program. Sponsorship does not authorize the agency, group, or individual to plan, organize, or conduct the City program, but shall allow mutually-agreed upon rights and benefits in the form of recognition advertising at a level to be approved by the City Manager, or designee, and/or City Council. Sponsors shall not directly seek to make a profit from the sponsorship, nor should the cost of recognizing a sponsor shall not exceed the fair market value of the sponsorship. Short term or temporary "Sponsored by" or "Presented by" recognition may be approved for facilities or events at the discretion of the City Manager.

Donor: An agency, business, group or individual giving money, materials or services toward a program or service with no expectation of a measurable benefit to the donor. The City may choose to provide recognition. Such recognition shall be solely determined, controlled, and prescribed by the City.

Recognition Benefits: Temporary exposure (banners, program recognition, etc.) arranged in acknowledgment of a program or service sponsorship where agency, group or individual who has provided funds, materials, products and/or services in exchange for a specified or negotiated type and/or extent of advertising, relating to a specific activity, event, or facility.

PARTNERSHIP OPPORTUNITIES

The PEPPS program provides for partnership relational opportunities in the areas described below. The Department reserves the right to deny any proposal received if it is deemed to be inappropriate or does not, in the opinion of the Department, further the mission of the Department, or is inconsistent with identified needs of the Department.

Donations: Financial support of a program or service can be made in the form of a monetary or in-kind contribution.

Sponsorships: Provision of monetary funding to offset the cost of programs or services in support of a City provided program. Depending on the size of the monetary donation, appropriate sponsorship acknowledgement and recognition benefits will be negotiated in advance with the sponsor.

Program or Service Delivery: Proposals may be solicited or received that offer a program or service to the community that meets the mission of the Department. These programs or services should either be new to the community or something that enhances existing programs and services. Proposals will not be considered that seek to assume the delivery of an existing program or service whereby that action would create a violation of Proposition "L" (Charter Sec. 1806).

Programs or services could be offered utilizing a City operated facility if the Department deems appropriate. Such programs or services should be financially self-sustaining and not need any additional or eventual operational resources from the City, nor should the operation of these programs or services require the City to expend financial resources for utilities, custodial/maintenance services, renovations, or repairs. All proposers must have a proven track record of success in the area of the program or service that is being proposed. Non-profit organizations that are interested in providing a service that is currently contracted by the City, through the use of volunteers, must be able to meet the minimum qualifications of the scope of work under the previous contract, and if so, would be entitled to a "grant" for the services provided. For example, during a park maintenance contract Request for Proposals period an organization could propose to provide daily trash pickup, lake clean ups (aquatic weed control), and hand pulling of weeds throughout parks utilizing volunteers to provide these services. As such, the City could choose to enter into an agreement with that organization, offering a grant of a percentage of the anticipated expenditure saving.

Revenue/Profit Sharing: The City will consider opportunities that provide for the collection of current or future revenues where the collection by a third-party agency/organization saves the City substantial expenses. If such opportunities are proposed to be conducted in a manner that meets the City's criteria for quality service, and meets or exceeds the current revenue collection, and, if such opportunity does not violate any current local/state/federal laws, the City may negotiate a Revenue/Profit Sharing agreement with the tenants of the agreement on a case-by-case basis.

Non-Profit Fundraising: Non-profit organizations that have an existing approved permit with the Department and are currently approved to utilize a City facility or park space can submit a Letter of Intent to fundraise on or in the permitted City facility or park space. Approval may be granted if the fundraising activity:

- 1) Is directly related to or supportive of the current approved activity;
- 2) Is deemed appropriate to be conducted on City property;
- 3) Does not interfere with any other activities at that location; and
- 4) Does not require a financial investment from the Department.

The City may require a revenue sharing agreement for any fundraising conducted on City property whereby up to 10 percent of the funds raised is collected by the City to be used for overall park improvements.

Volunteer Support: The Department will actively seek/accept volunteer support to help the Department provide programs and services to the community. Volunteer support can be short- or long-term as deemed appropriate by the Department. All volunteers should expect to complete any liability waivers as deemed necessary by the Department related to the work to be performed by the volunteers. Volunteer work should enhance the work performed by current City employees and not replace the need for City employees in any area. Some volunteers, especially those working with children, may be required to pass the City's fingerprinting and/or background requirements.

Park/Beach/Facility Stewardship: The Department will actively seek/accept proposals from qualified organizations to assist with the necessary stewardship of park or beach facilities or amenities. Stewardship can include but is not limited to: cleanup, on-going maintenance, landscape improvements, facility renovations and/or repairs. These proposals may be considered if:

- 1) In the opinion of the Department Director, the organization has a suitable infrastructure to perform the work or provide the service proposed in a manner that meets the quality and safety requirements of the City;
- 2) The organization has, when deemed necessary by the City's Risk Manager, the appropriate liability insurance;
- 3) The organization is willing, when deemed appropriate, to sustain their stewardship on an ongoing basis;
- 4) The organization is able to financially self-sustain their activities, and
- 5) The proposed stewardship does not create a current or ongoing undue financial burden to the City.

Fee Waivers: The Department may consider requests to waive certain fees related to the use of City facilities. All Fee Waiver requests are considered for approval by the Parks and Recreation Commission. Requests for Fee Waivers are forwarded to the Commission by Department staff and will be reviewed by the Commission in accordance with the Commission Fee Waiver Policy in place at the time of the request. Only fees for the use of the facility can be waived by the Commission. The Commission does not have the authority to waive any staff or maintenance fees associated with the event or activity receiving a fee waiver.

Facility/Amenity Naming: The City Council retains the sole authority to name, or temporarily name, for sponsorship purposes City-owned land, buildings and facilities. New naming will be considered in accordance with current policies. Naming facilities may be done in a manner which:

- 1) Incorporates the name of LONG BEACH as appropriate;
- 2) Recognizes the geographic, topographic or historical significance associated with the City;

- 3) Recognizes individuals, families or companies that have donated the land or funds for a project;
- 4) Recognizes persons who have served the nation, the State of California and/or the City of Long Beach in an exceptional and distinguished manner. City-owned land, buildings and facilities named in honor of deceased persons shall generally not take place until one year after their deaths, unless the City Council determines that there are overriding considerations for deviating from this policy guideline; and
- 5) Provides resources to improve or maintain a public land, building or facility that will result in a significant public benefit. A request for naming, renaming, or temporarily naming for the purposes of sponsorship, City-owned land, buildings and facilities will be referred to the Parks and Recreation Commission for review and recommendation to the City Council's Economic Development and Finance Committee for review and recommendation to the full City Council.

Commercial Concession: The Department will seek/accept proposals for Concession opportunities in City parks, beaches, or facilities that:

- 1) Provide a service deemed necessary to the park or facility patrons;
- 2) Offer a service or product that has a reasonable nexus to the park or facility where provided. (For example, concessions most deemed appropriate in parks beaches and facilities would fall into the categories of food and beverage, recreational equipment, entertainment, recreational experience.);
- 3) Provide a revenue sharing component with a negotiated percentage of gross revenue paid to the City;
- 4) Partner with a business or agency with a proven track record of success in the area of the proposed concession;
- 5) Do not interfere with the regular course of business or operations at the proposed park, beach or facility; and
- 6) Comply with all existing City policies and procedures, and City, State and Federal laws. Based on the proposal received, the Department may deem necessary to conduct a Request for Proposal process for the proposed service in order to ensure that fair opportunity has been offered to all businesses who may be able to provide the same service. The Parks and Recreation Commission may approve, a non-exclusive Commercial Concession without conducting a Request for Proposals (RFP) process if a proposed partnership that provides a service or activity that would benefit a park program or facility is deemed unique or unlikely to generate multiple interested parties. If a subsequent and viable interested party materializes, an RFP will be conducted and the incumbent can operate until a successful candidate is chosen and approved.

Product Sampling or Give-a-way: A product/gift is provided for a specific activity, event, or facility in return for the opportunity to conduct product sampling for a designated time period. The type of product sampled or given away would be regulated by the applicable City Council guideline and implemented by the City Manager, or designee.

Department Sponsorship of Another Agency: Department support of another agency, group or individual's programs or projects must receive approval from the City Manager, or designee, and, as appropriate, the City Council. Depending on the complexity or dollar value involved in a sponsorship, the City Manager may execute a memorandum of understanding between the sponsor and the City or initiate a formal agreement requiring City Council approval. Either agreement would contain these items:

- 1) The purpose of the agency, group or individual desiring support from the City must be consistent with the City's mission to enhance service to our citizens and the specific program or event to be supported must further a goal of the City or serve a public purpose;
- 2) Mutually shared resources may include facilities, equipment, supplies, staff services, security services, consultation, public relation services, and materials;
- 3) Neither party shall seek to directly make a profit from the activity or event being supported by the City. However, building community interest on a subject or gaining professional exposure is acceptable; and
- 4) The City must be appropriately represented and acknowledged in any publicity and public announcements for an event or activity. All publicity, such as media releases, posters, flyers, etc., must be approved by the City Manager, or designee;
- 5) The supporting agency, group or individual shall, at its sole cost, comply with all laws, ordinances, rules, and regulations of and obtain and maintain such permits, licenses, and certificates required by federal, state and local governmental authorities having jurisdiction over the facility where the activity or event is held. The entity shall have and be allocated the sole responsibility to comply with the Americans with Disabilities Act (ADA) and Title 6 (CCR) with respect to the facility where the activity or event is held. The entity shall defend, indemnify and hold Lessor harmless from any, and all, claims of any failure to comply or violation of the ADA or Title 6. The entity shall provide evidence of, and maintain adequate insurance.

Innovation: In addition to the partnership opportunities outlined above, the PEPPS program allows for innovative partnerships by permitting businesses and organizations to submit a Letter of Intent to Partner and propose partnerships for consideration that have not been contemplated above. Those proposals will be reviewed on a case-by-case basis.

PROCEDURE

Any business, organization, agency or individual seeking to propose a partnership with the Department must submit a Letter of Intent to Partner (LOI). The LOI is attached as Exhibit A. This letter will outline the potential partnership, proposed relationship with the Department, benefits to the community, partners background and history providing the proposed program or service, support resources requested of the City, other financial supporters of the program or service, other cities or communities where the partner is providing a similar service, and business references.

Department staff will initially evaluate LOI against the guiding principles listed above. This step may include the request of additional information or research before the proposal is moved forward in the approval process.

If a proposal is deemed by the Director of the Department to meet the intent of this policy, the Department will inform the proposer of all other permits, licenses or other necessary documents that will need to be completed prior to final approval.

A sponsorship or benefiting advertising proposal must be completed on a Sponsorship Approval Form submitted to the City Manager, or designee, prior to verbal or written commitments regarding the program or project.

All formal agreements must receive approval from the City Manager, or designee, or the City Council. As outlined below, the City Council may delegate authority to execute specified agreements to the Parks and Recreation Commission, the City Manager, or designee. Depending on the complexity or dollar value involved in a partnership, the City Manager may also execute a memorandum of understanding between the sponsor and the City or initiate a formal contract requiring City Council approval.

- 1) Except where the partnership approval is in the purview of the Parks and recreation Commission, all partnerships with a value of \$50,000 or less may be approved by the City Manager, or designee. The Parks and Recreation Commission shall have the authority to authorize the City Manager to execute a Right of Entry Permit for approved changes or enhancements to City parks or other facilities operated by the Department of Parks, Recreation and Marine valued up to \$50,000.
- 2) All partnerships with a value over \$50,000 and conditionally approved by the City Manager, or designee, must be approved by the City Council.

All partners will be expected to follow existing City/Department policies and procedures as the partnership is carried out. The existence of a partnership agreement does not exempt any agency/organization/individual from following these policies or procedures.

Policy Date: 3/21/17

City of Long Beach Department of Parks, Recreation and Marine
Letter of Intent to Partner
(Intended to be an On Line form)

Organization Name
Responsible Party Name and Title
Organization Address
Contact Phone Number
Email Address
Website
Type of Organization
<input type="checkbox"/> Non-profit <input type="checkbox"/> For-profit <input type="checkbox"/> Other – please explain below
Desired Partnership (check one)
<input type="checkbox"/> Donation <input type="checkbox"/> Sponsorship <input type="checkbox"/> Park/Beach Stewardship
<input type="checkbox"/> Program Provider <input type="checkbox"/> Service Provider <input type="checkbox"/> Revenue Sharing
<input type="checkbox"/> Non-profit Fundraising <input type="checkbox"/> Volunteer Support
<input type="checkbox"/> Concessionaire <input type="checkbox"/> Park/Facility/Amenity Naming
What is the monetary value of the proposed partnership?
Briefly Describe Proposed Partnership
Will partnership be financially self -sustained? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, identify funding sources
If No, check all resources below that you will be requesting from the City of Long Beach
<input type="checkbox"/> Use of Facility <input type="checkbox"/> Financial Support <input type="checkbox"/> Fee Waiver
Briefly explain your request for resource support including the amount you are requesting and the rationale for City support.

EXHIBIT A

Are you seeking recognition for the proposed partnership? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please explain
Has your organization entered into a similar agreement in the past? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, briefly describe your history providing the program or services you are proposing, including location, associated dates, duration, and references.
If you are proposing to be a concessionaire in one of our parks, what will the focus of your concession be:
<input type="checkbox"/> Food <input type="checkbox"/> Beverage <input type="checkbox"/> Recreational Equipment <input type="checkbox"/> Entertainment <input type="checkbox"/> Other
If Other, Briefly explain
Do you have a Long Beach business license? <input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have any other business interests in the City of Long Beach? <input type="checkbox"/> Yes <input type="checkbox"/> No
If Yes, please explain
Have you partnered with the City of Long Beach in the past? <input type="checkbox"/> Yes <input type="checkbox"/> NO
If yes, briefly describe
If you are proposing to offer a program or service, what is the length of time you are proposing to offer the program or service?

City of Long Beach Department of Parks, Recreation and Marine
Letter of Intent to Partner
(Intended to be an On Line form)

Organization Name
Responsible Party Name and Title
Organization Address
Contact Phone Number
Email Address
Website
Type of Organization
<input type="checkbox"/> Non-profit <input type="checkbox"/> For-profit <input type="checkbox"/> Other – please explain below
Desired Partnership (check one)
<input type="checkbox"/> Donation <input type="checkbox"/> Sponsorship <input type="checkbox"/> Park/Beach Stewardship
<input type="checkbox"/> Program Provider <input type="checkbox"/> Service Provider <input type="checkbox"/> Revenue Sharing
<input type="checkbox"/> Non-profit Fundraising <input type="checkbox"/> Volunteer Support
<input type="checkbox"/> Concessionaire <input type="checkbox"/> Park/Facility/Amenity Naming
What is the monetary value of the proposed partnership?
Briefly Describe Proposed Partnership
Will partnership be financially self -sustained? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, identify funding sources
If No, check all resources below that you will be requesting from the City of Long Beach
<input type="checkbox"/> Use of Facility <input type="checkbox"/> Financial Support <input type="checkbox"/> Fee Waiver
Briefly explain your request for resource support including the amount you are requesting and the rationale for City support.

Are you seeking recognition for the proposed partnership? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please explain
Has your organization entered into a similar agreement in the past? <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, briefly describe your history providing the program or services you are proposing, including location, associated dates, duration, and references.
If you are proposing to be a concessionaire in one of our parks, what will the focus of your concession be:
<input type="checkbox"/> Food <input type="checkbox"/> Beverage <input type="checkbox"/> Recreational Equipment <input type="checkbox"/> Entertainment <input type="checkbox"/> Other
If Other, Briefly explain
Do you have a Long Beach business license? <input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have any other business interests in the City of Long Beach? <input type="checkbox"/> Yes <input type="checkbox"/> No
If Yes, please explain
Have you partnered with the City of Long Beach in the past? <input type="checkbox"/> Yes <input type="checkbox"/> NO
If yes, briefly describe
If you are proposing to offer a program or service, what is the length of time you are proposing to offer the program or service?