



Partnerships to Enhance Parks, Programs and Services (PEPPS)

Presented by Parks Recreation and Marine

The History

- o 1996: Citywide Policy on Sponsorships developed for City-wide agreements.
- o 2012: Updated Policy to allow for competitive proposals, donations, program and service sponsorships
- o 2016: Council requested development of new program to include Public/Private Partnerships benefitting programs, facilities and services.

Existing Policies

- o Citywide Policy on Sponsorships
- o PRM Fee Waiver Policy
- o PRM Right of Entry Permits
- o Agreements for use of facilities, provision of services and programs

Over 100 Existing Partnerships

SpcaLA

Port of LB

LB Garden
Club

Boys & Girls Club

Caremore

Rotary Club

CSULB

UC Davis

LA Kings

Signal Hill
Petroleum

LB Day
Nursery

Friends of El
Dorado Dog
Park

FIX Long Beach

Molina Health
Care

Girl Scouts

NIA

Home Depot

Tanaka
Family Trust

Pet Food Express

Current Needs

Parks/Facilities:

S:

Benches,
restrooms, band
shells, exercise
equip, scoreboards,
piers, fields,
bleachers, animal
pens/runs/cottages
, pools, shade
structures,

Programs:

New low/no cost
programs for youth,
teens, seniors,
adults (fitness,,
wellness, sports,
enrichments, arts,
education)
community special
events, program
supplies and
equipment,

Services:

Spay/neuter, animal
foster care, park and
beach clean up,
trash pickup, park
concessions,
entertainment and
events,

Proposed New Program:

Partnerships to Enhance
Parks, Programs and Services
(PEPPS)

PEPPS

- o Incorporate existing policies
- o Include current partnerships
- o Allow for expanded partner opportunities
- o Provide more consistent framework

Partnership Opportunities

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

Guiding Principals

- o New revenues, resources, ideas, technologies, programs, services that meet a community need
- o Positive social, financial, cultural, environmental impact
- o Protect and enhance the City brand and image
- o Proven track record of success

Guiding Principals

- o Demonstrate financial capacity
- o Self-sustaining
- o Inclusive and free of participation barriers
- o Not conflict with existing policies, practices,
- o Follow all current Laws

Process

- Submit Letter of Intent
- PRM review
- Meets guiding principals – moved through existing approval processes

Examples

- Dog Play Yard in partnership with Friends of Long Beach Animals
- Heart of Ida: Use of space in Senior Center in exchange for free services to older adults
- Conservation Corps Partnership for community enhancement projects

Next Steps

- o Approval of policy tonight
- o Marketing of PEEPS Program
- o Seeking Letters of Intent from interested parties