




R-8

Date: July 12, 2011

To: Honorable Mayor and City Council

From: Councilmember Patrick O'Donnell, Fourth District 

Subject: **Sponsorships and Municipal Properties**

Numerous cities have policies in place that allow private companies to sponsor properties in their municipal inventory. Both San Diego and San Francisco have successful programs that link up parks, sport complexes and buildings with sponsors.

Currently, funds are short for building and field renovations, expansions of parks, and development of new projects such as dog parks. The development of a corporate sponsorship policy, particularly as it pertains to Park, Recreation and Marine facilities, would allow for improvements to be underwritten by a corporation, in exchange for appropriate name placement. There is not a current policy in place that allows any City department to explore the potential of this concept.

City Management should act on this initiative quickly in order to capitalize on potential sponsors. Development of this policy should include a proposed list of facilities that would be appropriate for sponsorships, and should not include outside consultants.

Recommendation:

Request City Manager to return to Council in 30 days with a policy that would enable the Department of Parks, Recreation and Marine to accept corporate sponsorships.