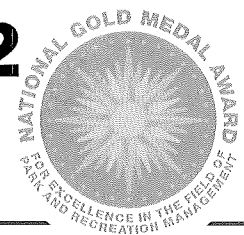




R-12

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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March 13, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to approve the revised 1996 Citywide Policy on Sponsorships for the Department of Parks, Recreation and Marine. (Citywide)

DISCUSSION

In 1996, the City Council approved the current 1996 Citywide Policy on Sponsorships (Sponsorship Policy), which resulted in several citywide sponsorship agreements being approved by the City Council. However, the Sponsorship Policy has not been used in recent years and is no longer relevant to today's economic environment. On July 12, 2011, the City Council approved a request from Councilmember Patrick O'Donnell to direct the City Manager to update the Sponsorship Policy in order to allow the Department of Parks, Recreation and Marine (PRM) to solicit and accept corporate sponsorships.

In an effort to incorporate best practices for identifying and approving sponsorships as part of a Proposed Parks, Recreation and Marine Sponsorship Policy (Proposed Policy), staff reviewed various existing policies from the cities of San Diego, Huntington Beach, Dallas, and the Los Angeles County Department of Beaches and Harbors. In each of these municipal organizations, the marketing, partnership, and sponsorship programs are structured differently, utilizing either a Request for Proposal (RFP) or a Request for Information (RFI) process to invite private vendors to bid on sponsorship opportunities or provide information about the value of sponsorship rights relative to the agency's programs, activities, and facilities.

The Proposed Policy (Attachment 1) is based on modifications to the existing Sponsorship Policy that will streamline the process for identifying and evaluating potential sponsorships, including seeking competitive bids and selecting the best proposal, in accordance with the City of Long Beach's Purchasing Policy. The Proposed Policy does not address stand-alone advertising; however, advertising may be considered as part of a sponsorship agreement and selected through an RFP process. It is recommended that all sponsorship agreements valued at more than \$10,000 be submitted to the City Council for approval, and that the City Manager be authorized to approve sponsorship agreements valued at less than \$10,000.

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A non-exhaustive list of potential sponsorship items, events, programs, and facilities has been compiled (Attachment 2). The list of potential sponsorships is for discussion only. In no way does the approval of the Proposed Policy indicate an approval of sponsorship agreements for the items listed.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on February 28, 2012, and Budget Management Officer Victoria Bell on December 27, 2011.

TIMING CONSIDERATIONS

City Council action is requested on March 13, 2012, in order to allow the Department of Parks, Recreation and Marine to implement the Proposed Policy and begin the process of identifying items, events, programs, and facilities that could potentially be sponsored in FY 12.

FISCAL IMPACT

There is no fiscal impact associated with the recommended action at this time. PRM has the potential to realize cost savings or new revenue relative to the conduct of recreational programs and facility maintenance. There is no job impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:JK:RL:lh

Attachments

APPROVED:


PATRICK H. WEST
CITY MANAGER

**Proposed Parks, Recreation and Marine Sponsorship Policy,
Revised from 1996 Citywide Policy on Sponsorships**

The Department of Parks, Recreation and Marine (Department) may actively seek donations and/or sponsorships for Department items, events, programs, and facilities. These activities shall be undertaken to the fullest extent possible, under the following procedures.

The Department shall seek donations and/or sponsorships for events and programming that are consistent with the audience for the event and allow that the sponsor be recognized for their contributions in a suitable manner.

The Department shall seek donations and/or sponsorships for ongoing City activities and properties that are compatible with these operations. The Department retains the right to not offer particular items, events, programs, and facilities for sponsorship that would be incompatible with these operations.

This policy will be implemented within appropriate laws and restrictions placed on certain properties, or on activities by other agencies through grant funding, etc. This policy shall be implemented by specific guidelines as subsequently adopted by the City Council and implemented by the City Manager for specified items, events, programs, and facilities. This policy shall also be implemented within all appropriate provisions of the Long Beach Municipal Code and all existing City contracts for special events.

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 either funds to 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 recognition advertising at a level to be approved by the City Manager's designee and/or City Council.

SUPPORTED PROGRAMS - Those activities and events which the City jointly conducts with another agency, group or individual in order to serve the community for a public purpose, including but not limited to events and activities that the City would directly finance or operate if there were adequate resources available.

DONOR - An agency, group or individual giving money, materials or services for which the City may provide recognition. Such recognition shall be solely determined, controlled and prescribed by the City.

RECOGNITION ADVERTISING - Temporary exposure (banners, program recognition, etc.) arranged in acknowledgment of an 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.

PRODUCT SAMPLING AND/OR GIVEAWAY - 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.

PROCEDURE

Prior to verbal or written commitments being made, all sponsorship, advertising or naming agreements must be approved by the City Council or designee. All formal agreements shall be handled utilizing the City's existing process for purchasing as established by the City Charter.

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. 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 sponsorship, 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. Either agreement would contain these items:

- 1) The purpose of the agency, group or individual desiring to sponsor a City program must demonstrate the purpose is consistent with the City's mission to enhance service to our citizens, and the specific program or event to be sponsored must further a goal of the City.
- 2) Sponsors may provide funds or pay for facilities, equipment, supplies, staff services, security services, consultation, public relations services, and/or materials.
- 3) Sponsors shall not directly seek to make a profit from the sponsorship. However, building community interest on a subject or gaining professional exposure is acceptable.
- 4) The cost of recognizing a sponsor shall not exceed the fair market value of the sponsorship.
- 5) The City must be appropriately represented and/or acknowledged in any publicity and public announcements for an event. All publicity, such as media releases, posters, flyers, etc., must be approved by the City Manager or designee.
- 6) Sponsors 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. Sponsor 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. Sponsor shall defend, indemnify and hold the City harmless from any and all claims of any failure to comply or violation of the ADA or Title 6. Sponsor shall provide evidence of, and maintain sufficient insurance.

- 7) A one-time project or program shall in no way obligate the City to continue the arrangement in the future.

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.
- 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.
- 6) A one-time project or program shall in no way obligate the City to continue the arrangement in the future.

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.
- 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 within the Department of Parks, Recreation and Marine, 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.

Department of Parks, Recreation and Marine Potential Sponsorship List

By example, below is a list of items, events, programs, and facilities that could be sponsored by individuals, companies, or foundations, with the proceeds going to PRM to offset costs for programming, facility maintenance and/or improvements. This list of potential sponsorships is for discussion only. In no way does the approval of the Proposed Policy indicate an approval of sponsorship agreements for the items listed.

Items

Benches
Fountains
Trash receptacles
Signs, message boards, or murals
Youth sports team shirts/uniforms
Staff clothing
Vehicles
Trails
Shade structures
Animal cages/pens

Events

Parades
Award banquets
Dances
Concerts
Halloween trick or treat
Snowdays

Programs

Youth sports leagues
Adult sports leagues
Health/exercise walkways (including equipment)
"Fishing Rodeo"
"July is Parks and Recreation Month"
Youth recreation program scholarships

Facilities

Dog parks
Picnic sites
Playgrounds
Bandshells
Restrooms
Nano-filtration systems
Community centers