

MAMMOTH LAKES TOWN COUNCIL

STAFF REPORT

Council Meeting Date: June 16, 2021

Date Prepared: June 8, 2021

Prepared by: Stuart Brown, Parks and Recreation Director

Title: Revised Parks and Recreation Department Sponsorship Policy

Agenda: Consent

RECOMMENDATION: Approve by motion the revised Parks and Recreation Department Sponsorship Policy (Exhibit A).

BACKGROUND:

The purpose of the policy is to increase the department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the Town's general fund. This policy was originally approved by the Recreation Commission on September 6, 2016 and most recently, revised by motion on June 1, 2021 by the Recreation Commission.

This revised policy will enable the department to actively seek sponsorships for its events, services, parks, and facilities from individuals, foundations, corporations, non-profit organizations, service clubs, and other entities. In appreciation of such support, the Parks and Recreation Department will provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the Town's parks, facilities, and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest, and any temporary signs that include the use of logos acknowledging a sponsor must adhere to the Town's sign ordinance (Chapter 17.48).

This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists between the donor and the Town.

ANALYSIS/DISCUSSION:

As staff worked to develop the sponsorship and fundraising plan for the new Community Recreation Center as identified in Strategy Two of the Parks and Recreation Department 2021 Strategic Workplan, it became apparent that the existing Sponsorship Policy would benefit from revisions to provide the opportunity for more local businesses and larger organizations/corporations to participate.

Staff and members of the Recreation Commission reviewed and revised the Sponsorship Policy previously adopted by Council in 2016. The revised version has been reviewed by the Town

Attorney, approved by motion by the Recreation Commission and is presented to Town Council for consideration.

Minor edits were made to the document, in particular, the section related to the sale of alcohol. Our intent is to allow bars, breweries, etc., that serve prepared food on site (a place where parents would take their children), the opportunity to sponsor our many programs and facilities. The policy would still exclude liquor stores, alcohol-branded companies, or distributors that derive the majority of their business from the sale of alcohol from participating in the program. It is important to recognize that organizations with noncommercial messages, such as religious or political institutions remain ineligible for sponsorship. Companies whose business is substantially derived from the sale of tobacco, marijuana, firearms or pornography are also ineligible.

Other edits were made to Section 5. Sponsorship Categories that includes the addition of “Community Sports Teams.” This category was not included in the previous version, but staff believes it is important to recognize the value of community sponsorship of our many wonderful youth and adult sports programs.

D. Community Sports Teams – *Organizations or businesses may sponsor community adult/youth sports teams.*

- *“The sponsorship of community youth sports teams is subject to the Sponsorship Policy, however, the sponsorship of community adult sports teams is not subject to the Sponsorship Policy.”*

STAFFING CONSIDERATION:

The execution and implementation of the revised Sponsorship Policy is included in the staff work program.

FINANCIAL CONSIDERATIONS:

This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists between the donor and the Town. In addition, sponsorships cannot be made conditional on the performance of the Parks and Recreation Department or Town of Mammoth Lakes.

ENVIRONMENTAL CONSIDERATIONS:

None.

LEGAL CONSIDERATIONS:

Approval of any Naming Right agreements for Parks and Recreation Department programs and facilities is subject to review by the Town Attorney and Town Council approval with a recommendation from Recreation Commission. The Town of Mammoth Lakes possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. All sponsorships shall be memorialized in a formal sponsorship agreement.

ATTACHMENTS:

- A. REVISED Parks and Recreation Department Sponsorship Policy (Exhibit A)