

GUIDELINES FOR THE SPONSORSHIP OF SELECTED PUBLIC FACILITIES

MARCH 14, 2022

**PRESENTED BY THE PARKS ADVISORY COMMITTEE
TO THE COMMISSION
CITY OF FORT PIERCE, FLORIDA**



Purpose:

The purpose of these guidelines is to establish a systematic and consistent approach for the sponsorship of the name of selected public facilities in the City of Fort Pierce, including an enterprise fund facility (a fee is charged to external users for goods or services), park, object, location, program, or event.

Distinctive Characteristic:

- Promote products and services, customer retention and/or increase market share;
- Minimum of 5 years and a maximum of 20 years;
- Specific amount of money;
- Can be attached to traditional name or replace traditional one;
- Purchaser may donate rights to approved organization;
- Sections within the overall facility may be separately sponsored, each with a different name.

Objectives

- Consistent with values and character of the City;
- Encourage public input opportunities;
- Optimize non-tax revenue;
- City staff may solicit sponsorships;
- Paid in full per the agreement;
- City maintains full rights to manage and control the City's assets or facilities;
- Agreements reviewed by City Attorney to ensure City's legal interests are protected.

Criteria

- Emphasizes community values and character, local and national history, geography, the environment, civics, and service to the City of Fort Pierce;
- May be Corporate entity, or any entity or individual that would benefit from this marketing approach;
- Not eligible to sponsor:
 - Police-regulated businesses,
 - Faith-based and political organizations,
 - Companies whose business is sales of alcohol, tobacco, firearms, or adult use of a sexual nature;

Criteria

- Advertising designs reviewed and must comply with City standards; the following are examples of what will not be displayed:
 - False, misleading, deceptive;
 - Relates to illegal activity;
 - Sexual, obscene, or harmful to minors;
 - Tobacco products;
 - Language that is obscene, vulgar, profane, or scatological;
 - Depicts violence and/or anti-social behavior;
 - Is specific to religious or political beliefs.

Criteria

- The sponsorship program does not apply to:
 - Philanthropic contributions, gifts, grants, or unsolicited donations with no commercial benefits;
 - Funding obtained from other governmental entities through formal grant programs;
 - City sponsorship support of external projects;
 - Contributions from independent foundations or registered charitable organizations;
 - Rent fees, and/or other compensation received by the City from third parties who lease, license, or use City property for their own activities.

Procedures

The steps to sponsor the name of a selected public facility include but are not limited to:

1. Initiation of a request for applications to sponsor. This can be initiated by the City of Fort Pierce (including organizations within), or by a potential sponsor. Initiate a call for sponsors if deemed appropriate with a deadline for submission of applications within 30 days.
2. Applications submitted to the City Clerk for each nomination by potential sponsors.
3. Review of application/s from potential sponsors by the Parks Advisory Committee according to Objectives and Criteria above.

Procedures

4. All vetted applications presented to the Commissioners with notes from the review.
5. Commissioners discuss these applications during a Conference Agenda meeting. The Commission may accept or reject the application/s. If the Commission rejects the application/s, the call for applications will be referred back to the Committee, or they may decide to not move forward at all.
6. Commissioners approve/deny the application/s by vote at a Commission Meeting. If approved, final agreement will be produced and executed by the City Attorney.



Questions and Discussion