

GUIDELINES FOR THE SPONSORSHIP OF SELECTED PUBLIC FACILITIES

JUNE 13, 2022

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



Questions from presentation on March 14, 2022:

What happens if a sponsorship is ended early?

Should we allow companies who do business with the City to be a sponsor?

Do we want an option that would allow a sponsorship to be less than 5 years?

Also included are various other changes derived from further review of other jurisdictions and our meeting with Purchasing.

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, or program.

Distinctive Characteristic:

- Promote products and services, customer retention and/or increase market share;
- Minimum of 3-5 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 as RFPs or receive and Unsolicited Proposal;
- Paid per the agreement within 30 days;
- 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.
- The City may revoke, suspend, modify, or discontinue any sponsorship agreement as necessary. Refunds are at the sole discretion of the City Manager.

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) through the RFP process, or by a potential sponsor through the Unsolicited Proposal process.
2. Initiate a call for sponsors if deemed appropriate with a deadline for submission of applications within 30 days.
3. Applications submitted to the City Clerk for each nomination by potential sponsors.

Procedures

4. Review of application/s from potential sponsors by the Purchasing Department according to Objectives and Criteria above as well as the RFP or Unsolicited Proposal process.
5. All vetted applications presented to the Commissioners with notes from the review.
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