

CITY OF RAMSEY

POLICY TO PRESERVE LEISURE AND QUALITY OF EXPERIENCE FOR PARK PATRONS

I. PURPOSE

The purpose of this policy is to establish the need to regulate certain activities to maintain the recreational and social quality of experiences at events, mainly the Summer Concert Series at The Draw.

II. GENERAL STATEMENT OF POLICY

- A. Fundraising for paying performers and certain other operational costs by weekly concert sponsorships has occurred in the past and *may* be needed in the future.
- B. These sponsorships, *if* instituted, are generally offered to Ramsey businesses first to favorably promote local businesses that can benefit from the advertising and advocacy.
- C. Limiting the number of business interests active at The Draw at any one time is essential to maintain the effectiveness of the sponsorship(s).
- D. Limiting advertising and soliciting at The Draw is essential to maintain the concerts' primary purpose, free entertainment and recreation with minimal commercialization and distraction for residents and park patrons.

III. GUIDELINES

The City of Ramsey, in programming and regulating the operation of the concerts and park spaces at The Draw, finds that except by special action or by approval of the City that:

- A. Only one sponsorship at a time should be in operation at the Thursday concerts, if any, and there shall be a direct nexus between the sponsorship's benefits and visibility and that of fundraising for the concerts.
- B. Advertising, if any, at the Thursday concerts should be limited to the formal sponsor as approved by the City; soliciting and campaigning of any nature that conflicts with the leisure and quality of experience that this policy seeks to preserve shall not be allowed.
- C. A booth or table by the City for public engagement in civic events or special municipal projects is not considered to conflict with this policy, and may be of interest and value to park patrons.

Adoption Date

Policy Number:

Resolution Number: