

IMPORTANT: Any citizen attending a commission meeting may speak on any item on the agenda. If you wish to speak, please fill out the Speaker Request form located near the entrance to meeting room. The Chair will recognize you and inform you as to the amount of time allotted to you. **The time granted will be dependent to some extent on the nature of the item under discussion, the number of people who wish to be heard, and the length of the agenda.**



AGENDA FOR STUDY SESSION

ASHLAND PARKS & RECREATION COMMISSION

August 17, 2015

The Grove

1195 E. Main Street

7:00 p.m.

- I. CALL TO ORDER
- II. CONTINUED DISCUSSION AND CONSIDERATION OF DRAFT ADVERTISING AND SPONSORSHIP POLICY
- III. HEAR UPDATE ON PERFORMANCE AUDIT AND ADVISORY COMMITTEE
- IV. STAFF AND COMMISSIONER COMMENTS
- V. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

ASHLAND PARKS AND RECREATION COMMISSION

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MEMORANDUM

TO: Ashland Parks and Recreation Commission

FROM: Rachel Dials, Recreation Superintendent

DATE: August 12, 2015

SUBJECT: Continued Discussion of Advertising and Sponsorship Policy

For your review is an Advertising and Sponsorship Policy draft. The purpose is to increase APRC's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City of Ashland's general fund by decreasing direct program cost expenses and/or increasing revenues through sponsorships and advertising.

The draft policy would create a process for:

1. Certain organizations to make requests for sponsorship or advertising;
2. Staff to solicit advertising and sponsorship to decrease costs (for operations, supplies, services, facilities, etc)
3. Recognition of sponsorships and advertising

At the APRC regular meeting on July 27, 2015, staff received direction from the Commission for more clarity related to differentiating between large and small sponsorships. A concern was also expressed about the location and relevance of including APRC's mission statement.

Staff has updated the draft for your review this evening.

Attachments

Advertising and Sponsorship Policy draft

Advertising and Sponsorship Policy-FINAL DRAFT

Introduction:

The Ashland Parks and Recreation Commission (APRC) welcomes partnership opportunities and sponsorships that enhance our ability to deliver parks and recreation services. It is our goal to actively seek sponsorships for events, services, parks and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs and other entities that supports the mission and goals of the Ashland Parks and Recreation Commission.

This policy sets guidelines for entering into sponsorship and advertising agreements.

Purpose:

The purpose of this policy is to increase APRC's ability to deliver services to the community and/or to provide enhanced levels of service beyond the core levels funded from the City of Ashland's general fund.

In appreciation of such support, the APRC will provide sponsors with suitable acknowledgement for their contributions; however, such recognition must adhere to the aesthetic values and purpose of the Commission's parks, facilities and services and not detract from other visitors' experiences, nor violate any other adopted administrative or legislative policies.

Authority:

The APRC Director or designee will make final decisions for sponsorship agreements, monetary and/or equipment donations with a cash value of less than \$_____. Requests for all naming rights and sponsorship agreements, monetary and/or equipment donations with a value greater than \$_____ will be forwarded to the Ashland Parks and Recreation Commission for consideration and final decision.

Criteria for Approval

Potential sponsors must demonstrate their compliance with the following criteria:

1. That an appropriate affiliation exists between the potential sponsoring organization, its mission and their management and APRC's mission to provide and promote recreational opportunities and preserve and maintain public lands.
2. That the potential sponsoring organization is ready, financially and organizationally to enter into an agreement with APRC at the time of approval by the Commission.
3. That the potential sponsor has a positive record of responsible environmental stewardship and past positive collaboration with the City or Parks on public projects.
4. That the associated start-up and maintenance costs of the project can be supported by the proposed budget.
5. That the potential sponsoring organization's business is not substantially derived from any of the following activities:
 - i. The sale of alcohol, tobacco, firearms, intoxicants or pornography.
 - ii. An organization that is religious or political.

- iii. "Adult only" businesses
- iv. Products or businesses that are, or appear to be, in conflict with the mission or policies of the APRC.
- v. Products or practices that are illegal.
- vi. Product or businesses that would create a clear conflict of interest between APRC its officers, agents, or employees.

Recognition of Sponsors:

The following principles form the basis of recognition for sponsors:

1. APRC appreciates all sponsorships that enable it to further its mission.
2. In recognition of sponsor contributions, preference will be given to providing a form of recognition that is not displayed within parks.
3. Recognition of sponsorship shall not suggest in any way the endorsement of sponsors' goods or services by APRC, or any proprietary interest of the sponsor in APRC.
4. All sponsorships agreements will be for a pre-defined period of time, having regard to the value of the sponsorship and the life span of the asset or program being sponsored.

Types of recognition:

Sponsors will be provided with a level of recognition commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

1. A thank you letter.
2. Publicity through APRC's website, newsletters, and/or media releases.
3. Events such as a press conference, photo opportunity, groundbreaking or ribbon-cutting ceremony.
4. APRC acknowledgement at civic functions.
5. Commemorative items such as a framed picture or plaque.
6. Register of sponsors, accessible to the public online.
7. Acknowledgement on printed materials such as recreational program catalogs.

Where On-site Recognition is to be Provided, Types of Recognition May Include:

1. Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction and/or restoration of a particular facility, park or event.
2. Interpretive signs, which may include the use of logos.
3. Plaques or signs (limited to the life span of the asset).
4. Naming of a particular facility within a community center or park where the sponsorship covers the majority (>60%) of the cost of the facility.
 - a. All of the above on-site recognition proposals should fit within current sign, plaque and memorials policy, be reviewed by the sign and plaque subcommittee and/or be approved by the Parks and Recreation Commission.