



CITY COUNCIL AGENDA REPORT

MEETING DATE: AUGUST 7, 2007

ITEM NUMBER:

SUBJECT: CONSIDERATION OF A REQUEST TO SEEK SPONSORSHIPS FOR THE COSTA MESA BARK PARK FACILITY

DATE: JULY 10, 2007

**FROM: PUBLIC SERVICES DEPARTMENT, ADMINISTRATIVE DIVISION
ADMINISTRATIVE SERVICES DEPARTMENT, RECREATION DIVISION**

PRESENTATION BY: WILLIAM J. MORRIS, PUBLIC SERVICES DIRECTOR

FOR FURTHER INFORMATION CONTACT: WILLIAM J. MORRIS AT 714 754-5343

RECOMMENDATION:

The Parks and Recreation Commission recommends that the City Council allow the Costa Mesa Bark Park Foundation (CMBPF) to solicit fundraising/sponsorship proposals for the Bark Park facility.

BACKGROUND:

At the June 27, 2007 regular meeting, the Parks and Recreation Commission reviewed, among other items brought forth by the Costa Mesa Bark Park Foundation (CMBPF), a request to allow other fundraising opportunities, including sponsorships of the park by outside entities (Attachment 1). The CMBPF indicated that this request, if approved, would allow for the generation of needed funds to continue the maintenance and operation of the park in accordance with the terms and conditions of the Letter of Understanding (LOU) it has with the City (Attachment 2).

At that meeting, the Parks and Recreation Commission unanimously requested that City Council consider the request of the CMBPF for allowing sponsorships at the Bark Park facility (minutes, Attachment 3).

As Council is aware, corporate sponsorship opportunities were investigated by the City several years ago. At that time, a consultant was hired to review all city assets, and to recommend possible sponsorship opportunities. At the completion of the consultant analysis, and at the Study Session of November 8, 2005, Staff presented the draft consultant report (Attachment 4, which contains only the first 18 pages of the 44 page report) in order to obtain City Council feedback regarding the type of sponsor recognition that they were willing to approve. The draft consultant report contained a discussion of possible sponsorship opportunities for the Costa Mesa Bark Park (pages 14 and 15 of 40 in Attachment 4). However, at that time, there was no inclination on the Council's part to go forward with any of the possible sponsorship ideas in the draft report other than the skatepark.

Currently, of the 26 parks in the City, sponsorship recognition is allowed for only one element in one park under a "franchise naming agreement" with the City. The City receives \$30,000 annually (with cost of living escalators) for 10 years from a company named Volcom for

exclusive sponsorship of the skate park at TeWinkle Park. The facility is officially named “Volcom Skate Park of Costa Mesa” due to this agreement/sponsorship.

ANALYSIS:

The CMBPF has indicated that they have talked to a number of entities that may be interested, under the right terms, to provide a “sponsorship”, with appropriate funding for the Costa Mesa Bark Park. Approval of the item before Council would allow for the CMBPF to obtain written proposals for further consideration by the City Council. The CMBPF would assist during the proposal stage, with the understanding that any final sponsorship agreement would be between the City and the sponsoring company. Staff would work with the CMBPF to assure that any proposals meet current City regulations and the LOU, as well as certain minimum standards in the following areas:

- Advertising at the site
- City control of the park
- Liability coverage
- Sponsorship “events” at the facility
- Use of the Arlington Dr. parking lot

If this item is approved by City Council to proceed, and once proposals are received, it is anticipated that staff would return with a report reviewing any proposals received by the CMBPF. At that time, additional input and/or direction could be given by City Council. If direction is given to continue the process, the following items may be considered at that time:

- Final terms and conditions of any agreement between the sponsor(s) and the City to allow sponsorship
- Responsible party for collection, management, and distribution of sponsorship funds
- Modification of the LOU to address sponsorship related issues, if necessary
- Other items not yet anticipated

With favorable approval by City Council, it is anticipated that the process may take 6 to 8 months to complete.

ALTERNATIVES CONSIDERED:

The City Council could determine at this time that a sponsorship program is not appropriate for the Bark Park.

FISCAL REVIEW:

The existing LOU between the City and the CMBPF (Attachment 2) spells out the operation, funding, and maintenance responsibilities of each entity for the park. Currently, the CMBPF conducts a number of fundraising events throughout the year to generate funds to cover their responsibilities as indicated in the LOU.

At this time, staff does not have an indication as to the amount of funds that may be generated as a result of a sponsorship program at the Bark Park. If this item is approved, staff will bring back to Council at a future date written proposals for consideration and further direction.

It should be noted that all funds received by the City through the existing “Franchise Naming Agreement” with Volcom may be used for any purpose by the City. They do not have to be set aside specifically for skatepark maintenance and operation.

At this point, there has been no discussion as to the responsible party for collection and management of any sponsorship funds received. If Council is willing to proceed at this time with the sponsorship request of the CMBPF, a **clarification** of the process to be used to provide all or a portion of the sponsorship funds to the CMBPF by way of reimbursement or payment for maintenance should be given. Also, Council may wish to move forward with seeking sponsorship proposals at this time, and determine through the annual budget process what modifications, if any, may be needed to the existing LOU as it relates to maintenance and operation of the dog park facility.

LEGAL REVIEW:

The City Council may enter into an agreement for “sponsorship” and/or funding at any city facility, similar to what has been done for the Volcom Skate Park of Costa Mesa.

CONCLUSION:

The City has received a request from the Costa Mesa Bark Park Foundation to allow consideration of a “sponsorship” program to generate funds for the maintenance and upkeep of the Bark Park. The Parks and Recreation Commission recommends that City Council approve this request, and allow the Costa Mesa Bark Park Volunteer Foundation to seek sponsorship proposals. Any proposals would be brought back to City Council for consideration and possible further direction.

WILLIAM J. MORRIS

Director of Public Services

DISTRIBUTION: Costa Mesa Bark Park Foundation
City Manager
Assistant City Manager
City Attorney
Director of Administrative Services
Maintenance Services Manager
Recreation Manager
Management Analyst- Public Services Dept.
Management Analyst- Administrative Services Dept.

ATTACHMENTS: 1 [Request from Costa Mesa Bark Park Foundation dated June 27, 2007](#)
2 [Letter of Understanding between City and Costa Mesa Bark Park Foundation](#)
3 [Excerpts from the Minutes of the June 27, 2007 Parks and Recreation Commission Meeting](#)
4 [November 8, 2005 Study Session Report on Citywide Sponsorship Opportunities \(Pages 1 through 18 only\)](#)