



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: June 5, 2017

Re: Naming of MU Health Care Pavilion at Clary-Shy Park (Farmers Market)

## Executive Summary

Parks & Recreation staff is requesting Council approval of a 10 year agreement with University of Missouri Health Care for the naming sponsorship of the large pavilion at Clary-Shy Park. In exchange for a lump sum payment of \$495,000, the pavilion will be named "MU Health Care Pavilion" and will become the primary host to the Columbia Farmers Market and be available for public rentals during non-market use. The Pavilion will have the appropriate logos and signs installed as shown on Exhibit A. In September 2016, Council entered into a Memorandum of Understanding with Friends of the Farm, a coalition group representing the Columbia Center for Urban Agriculture, Columbia Farmers Market, and Sustainable Farms & Communities for fundraising activities related to the construction of a farmers market community center and an urban agriculture garden at Clary-Shy Park. Representatives of this group were able to secure approximately \$1,500,000 in sponsorships, including MU Health Care, and are working toward the list of sponsorship items that are available as described in Exhibit B.

## Discussion

The agreement will be in effect for ten (10) years commencing when the sign is placed at the north and south entrances of the middle section of the Pavilion during Phase I construction. At the end of the 10 year period, MU Health Care (MUHC) will be given the opportunity to extend the agreement for an additional 10 years at a mutually agreeable price. Other key points of the agreement include:

- The Pavilion shall be named "MU Health Care Pavilion" and the name and appropriate MU Health Care logos shall be placed at the north, south, east and west entrances of the Pavilion. Costs of these signs shall be the responsibility of the City.
- If MUHC changes their name or logo, the cost of changing these signs shall be the responsibility of MUHC.
- Additional signage that recognizes the Columbia Farmers Market, such as "Home of the Columbia Farmers Market" will also be placed on the Pavilion.
- MUHC may hold 2-5 events at the Pavilion per year to promote outreach, education, or marketing efforts. Many of these events will be held during Farmers Market hours.
- MUHC receives the first right of refusal for all health care industry naming sponsorships at Clary-Shy Park on items highlighted in Exhibit B.
- The City and MUHC carries no medical insurance and assumes no liability for personal injuries or loss of property of persons participating in activities located in Clary-Shy Park.

The \$495,000 will be paid to the City of Columbia and deposited into the Clary-Shy Park Improvement Project as identified in the City's Capital Improvement Plan. Starting October



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1, 2017 (FY-2018) the Parks and Recreation Department will have \$200,000 available in 2015 Park Sales Tax Funds and another \$200,000 available in October 1, 2018 (FY-2019). Staff from P&R and Friends of the Farm has applied for numerous grants; and pending the result of those grants, construction may start late this fall beginning with utilities and subsurface work, such as footings and concrete pad construction. If it is decided to move forward, staff will return to Council for a public hearing, approval of the project and appropriate funds raised by Friends of the Farm.

## Fiscal Impact

Short-Term Impact: Funding will be used to offset construction costs of the Pavilion.  
Long-Term Impact: No long term impact due to this council action.

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Parks, Recreation & Greenways, Secondary Impact: Community Character, Tertiary Impact: Community Facilities and Services

### Strategic Plan Impacts:

Primary Impact: Social Equity, Secondary Impact: Infrastructure, Tertiary Impact: Economy

### Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Infrastructure, Tertiary Impact: Environmental Management

## Legislative History

Date	Action
09/19/2016	Authorizing a memorandum of understanding with Friends of the Farm, on behalf of Sustainable Farms & Communities Inc., Columbia Center for Urban Agriculture and Columbia Farmers Market, Inc., for fund-raising activities associated with the construction of a farmers market community center and a community agriculture garden at the Clary-Shy Park located on Ash Street. <a href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=2838026&amp;GUID=CE50F5D5-D245-4990-B7F3-7347632FF94B&amp;Options=&amp;Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=2838026&amp;GUID=CE50F5D5-D245-4990-B7F3-7347632FF94B&amp;Options=&amp;Search=</a>

## Suggested Council Action

Approve the legislation that authorizes the City Manager to enter into an agreement with the University of Missouri Health Care.