



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: November 5, 2018

Re: Sponsorship Agreement - Clary-Shy Park (Pedestrian Plaza)

## Executive Summary

Parks & Recreation staff is requesting Council approval of a 10-year agreement with Missouri Farmer Association Inc. (MFA Inc.), Missouri Farmer Association Oil (MFA Oil), Shelter Mutual Insurance Company (Shelter Insurance), Missouri Farmer Association Foundation (MFA Foundation), and Fred V. and Dorothy H. Heinkel Charitable Foundation (Heinkel Charitable Foundation) for the naming sponsorship of the pedestrian plaza at Clary-Shy Park. In exchange for the donation totaling \$225,000, three 18" X 36" banners will be installed on each of the three light poles located in the pedestrian plaza. The three banners will have the appropriate logos representing MFA Oil, MFA Agri Services, Shelter Insurance and BreakTIME as shown in 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 pavilion and an urban agriculture garden at Clary-Shy Park. The donated funds will be used to pay off a portion of the balance from the loan taken from the City's designated loan fund for phase I construction of the Clary-Shy Park improvement project.

## Discussion

The agreement will be in effect for ten (10) years commencing when the signage is placed on the three light poles in the pedestrian plaza during Phase I Clary-Shy Park construction. At the end of the 10-year period, the group of sponsorship partners 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 pedestrian plaza will have 18" X 36" banner signage installed on the three light poles located within the pedestrian plaza. The costs associated with the fabrication of the signage will be the responsibility of the sponsorship partners.
- If any of the companies/foundations change their name or logo, the cost of changing these signs shall be the responsibility of the individual company or foundation requesting the change to the signage.
- The payment schedule for the five groups is included in the agreement and payments are scheduled to be paid in 2018 and 2019 totaling \$175,000. The Friends of the Farm fundraising committee has already accepted a \$25,000 donation from the Heinkel Charitable Foundation and a \$25,000 donation from Shelter Insurance in 2017.

The remaining \$175,000 in donations will be collected by the Friends of the Farm fundraising committee and deposited into the "Build This Town – Clary-Shy Agriculture Park" fund managed by the Community Fund of Mid-Missouri. The funds will then be transferred to the



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City of Columbia to partially cover the payments owed in 2018 and 2019 for the loan provided by the City's designated loan fund for the Clary-Shy Park project.

## Fiscal Impact

Short-Term Impact: Funding will be used for the 2018 and 2019 payments for the Clary-Shy Agriculture Park loan from the City's designated loan fund.

Long-Term Impact: No long term impact due to this council action.

## Vision & Strategic Plan Impact

### 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
05/21/2018	B113-18: Appropriating funds for the Clary-Shy Community Park - Agriculture Park improvement project. <a href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3494153&amp;GUID=0519C276-6324-488F-A056-73FF20C04D20&amp;Options=&amp;Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3494153&amp;GUID=0519C276-6324-488F-A056-73FF20C04D20&amp;Options=&amp;Search=</a>
11/06/2017	B319-17: Approving the Clary-Shy Community Park-Agriculture Park Master Plan; Authorizing construction of the project; calling for bids through Purchasing Division and appropriating funds. <a href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3202682&amp;GUID=5AF63C91-2002-4676-A3DD-8ACCE2B0702C&amp;Options=&amp;Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3202682&amp;GUID=5AF63C91-2002-4676-A3DD-8ACCE2B0702C&amp;Options=&amp;Search=</a>
09/19/2016	R139-16: 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>



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## Suggested Council Action

Approve the legislation that authorizes the City Manager to enter into an agreement with Missouri Farmer Association Inc. (MFA Inc.), Missouri Farmer Association Oil (MFA Oil), Shelter Mutual Insurance Company (Shelter Insurance), Missouri Farmer Association Foundation (MFA Foundation), and Fred V. and Dorothy H. Heinkel Charitable Foundation (Heinkel Charitable Foundation).