



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: April 3, 2017

Re: Report on Sponsorships and Naming Rights of Park Facilities

Executive Summary

The Parks and Recreation Department in conjunction with procedures established by the City Council and the Parks and Recreation Commission have utilized an internal policy regarding the naming of parks, trails and recreation facilities. In summary, the policy states that the City Council has the responsibility for naming all parks and destination trails such as the MKT, Hinkson, and Bear Creek Trails while the Parks & Recreation Commission, through recommendations from the Parks & Recreation Director and staff, are able to name facilities such as sports fields, meeting rooms, shelters, etc. In all situations that include a capital improvement project, staff includes the name of the facility or field as part of the Council approval process. A recent example is the naming of the Atkins Baseball Complex. Over the next one-two years, there will be significant fund-raising activities in conjunction with the development of the Farmer's Market and the Columbia Sports Fieldhouse. As staff and fundraising volunteers solicit sponsorships, the ability to be able to name the building, court, meeting room, market stalls, scoreboards, etc. is critical to the success of the fundraising goals.

Discussion

It is the policy of Columbia Parks & Recreation Department to actively seek sponsorships for its events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase P&R's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

In appreciation of such support, it is the policy of Columbia's Parks & Recreation Department to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the City's parks, facilities, and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

Staff will continue to seek sponsorships for the continued development of park facilities and events per the attached Park Naming Policy.



Fiscal Impact

Short-Term Impact: None

Long-Term Impact: None

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Parks, Recreation & Greenways, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Strategic Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Staff shall proceed with the solicitation of sponsorships for park facilities and amenities that may include the provision of naming rights as established in the Parks and Recreation Naming Policy.