



BUSINESS OF THE CITY COUNCIL CITY OF MERCER ISLAND

AB 6427
March 5, 2024
Regular Business

AGENDA BILL INFORMATION

TITLE:	AB 6427: Recreation Sponsorship Policy	<input type="checkbox"/> Discussion Only <input checked="" type="checkbox"/> Action Needed: <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
RECOMMENDED ACTION:	Approve the Recreation Sponsorship Policy.	

DEPARTMENT:	Public Works
STAFF:	Jason Kintner, Chief of Operations Ryan Daly, Recreation Manager Katie Herzog, Recreation Supervisor
COUNCIL LIAISON:	Craig Reynolds
EXHIBITS:	1. Recreation Sponsorship Policy
CITY COUNCIL PRIORITY:	n/a

AMOUNT OF EXPENDITURE	\$ n/a
AMOUNT BUDGETED	\$ n/a
APPROPRIATION REQUIRED	\$ n/a

EXECUTIVE SUMMARY

The purpose of this agenda bill is to present the Recreation Sponsorship Policy as recommended by the Parks and Recreation Commission (PRC) to the City Council for review and approval (Exhibit 1).

- The PRC reviewed the Recreation Sponsorship Policy during two meetings and on January 4, 2024, recommended the Recreation Sponsorship Policy for City Council consideration.
- This policy establishes criteria for acceptance of sponsorships for City coordinated events, programs, and activities.
- Sponsorships substantially support the City’s ability to offer recreational events and programs annually. This policy prioritizes access to sponsorship opportunities for local organizations.

BACKGROUND

The City of Mercer Island currently provides sponsorship opportunities for several City-coordinated events, including [Summer Celebration](#) and [Mostly Music in the Park](#). These sponsorship opportunities are promoted as specific packages, set to differing monetary tiers.

In 2023, the City accepted 17 sponsorships for six community events, all from local organizations for a total of \$34,500. Sponsorships have traditionally been formalized through contractual agreements.

The City of Mercer Island does not currently have a sponsorship policy making it difficult to consistently evaluate sponsorship proposals.

ISSUE/DISCUSSION

With the support of the Parks and Recreation Commission (PRC), staff undertook the development of a Recreation Sponsorship Policy. This work included two public meetings held on [November 2, 2023](#) and [January 4, 2024](#), where the Parks and Recreation Commission voted to recommend the Recreation Sponsorship Policy in Exhibit 1 to the City Council for consideration.

The recommended policy establishes the following:

- Authority to Accept or Reject Sponsorships
- Sponsorship Selection Criteria
- Disqualifying Criteria
- Requirements and Priority for Sponsorship Acceptance

The criteria listed in the proposed sponsorship policy is not exhaustive, and authority is granted to the City Manager to use discretion in addressing scenarios or circumstances not contemplated in this policy.

NEXT STEPS

Upon approval of the Sponsorship Policy, staff will develop a sponsorship application form and a revised contract to align with the new policy. City staff will continue promoting sponsorship opportunities for recreation programs. Staff will report back to the PRC annually as part of the Recreation Division Annual Report regarding sponsorship outcomes.

RECOMMENDED ACTION

Approve the Recreation Sponsorship Policy substantially in the form attached as Exhibit 1 to this Agenda Bill.