



# PARKS & RECREATION COMMISSION STAFF REPORT

PRC 24-02  
January 4, 2024  
Regular Business

## AGENDA ITEM INFORMATION

<b>TITLE:</b>	Review of Recreation Sponsorship Policy	<input type="checkbox"/> Discussion Only
<b>RECOMMENDED ACTION:</b>	Review and recommend draft Recreation Sponsorship Policy to the City Council for consideration.	<input checked="" type="checkbox"/> Action Needed: <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
<b>STAFF:</b>	Ryan Daly, Recreation Manager Katie Herzog, Recreation Supervisor	
<b>COUNCIL LIAISON:</b>	Craig Reynolds	
<b>EXHIBITS:</b>	1. draft Recreation Sponsorship Policy	

## SUMMARY

The purpose of this staff report is to seek the Parks and Recreation Commission's (PRC) recommendation of the draft Recreation Sponsorship Policy (see Exhibit 1) to the City Council for consideration.

### Background

Sponsorship policies are a standard municipal tool that guides the acceptance of sponsorships consistent with public values. The City of Mercer Island does not currently have a sponsorship policy.

At the [November 2, 2023](#) PRC meeting, staff presented the draft Recreation Sponsorship Policy Disqualifying Criteria. During this meeting the PRC provided input toward revisions to the disqualifying criteria which further informed development of a complete draft policy.

### Discussion

The Recreation Sponsorship Policy establishes parameters for reviewing and accepting sponsorships to support City of Mercer Island recreational events, programs, and services. Based on the input provided at the November 2<sup>nd</sup> PRC meeting, staff have revised the draft disqualifying criteria section and developed a draft Recreation Sponsorship Policy (see Exhibit 1).

### Next Steps

Following the PRC's recommendation of this draft policy for City Council consideration, staff will place the policy in the designated template and present the PRC's recommendation to the City Council. The City Manager anticipates the draft policy will be presented to the City Council in spring of 2024.

## RECOMMENDATION

Review and recommend draft Recreation Sponsorship Policy to the City Council for consideration.