



AGENDA REPORT

City Council Meeting

TODAY'S DATE: 09/24/2024

MEETING DATE: 10/16/2024

TO: MAYOR AND CITY COUNCIL

FROM: Maeve Nevins-Lavtar, Park Planning & Development Manager

SUBJECT: Request to adopt the proposed City of Sandpoint Sponsorship and Advertising Policy (ACTION ITEM)

DESCRIPTION/BACKGROUND:

The City of Sandpoint's Sponsorship and Advertising Policy presents a strategic opportunity to generate additional revenue that directly supports the City's facilities, programs, and services without placing a further tax burden on residents. By establishing clear guidelines for entering into sponsorship and advertising agreements, this policy ensures that all partnerships align with the City's mission, values, and public image, maintaining transparency, consistency, and public trust.

With administrative oversight from the Community Planning and Development Department and an Advertising Standards Committee, this policy provides a structured framework to avoid controversial or inappropriate content, ensuring the City's reputation remains intact. Additionally, it outlines the legal and procedural steps necessary for securing sponsorships and advertising revenue while offering suitable recognition and benefits to sponsors in a way that enhances the community experience without commercializing public spaces.

Adopting this policy allows the City to access valuable resources from commercial partners, businesses, and organizations that are eager to invest in Sandpoint's growth and development. This policy ensures that sponsorships and advertisements contribute meaningfully to the City's goals while adhering to strict limitations to protect public interest. By approving this policy, the City Council can unlock new funding streams to enhance public services, maintain the City's character, and provide long-term benefits to the community.

SUPPORTING MASTER PLANS:

The following adopted Sandpoint Master Plans identify opportunities for new funding mechanisms, including establishing partnerships, sponsorships and supporting promotional advertising opportunities.

1. Parks and Recreation Master Plan (Adopted 2020): The following items goals were identified as short-term action items and are supportive of the proposed policy.

- **Goal 4: Increase Financial Opportunities**

- **Objective 4.1** "The Division should continue to explore additional funding sources and develop strategies to seek alternative funding sources that include *donations, grants, and sponsorships*. Communication with current sponsors and donors should be conducted on a regular basis to ensure their continued positive relationships with the Division."
- **Objective 4.2:** Explore opportunities to increase sponsorships
 - Actions:

- **4.2.a.:** Explore additional sponsorship opportunities and build on existing *sponsorships*.
- **4.2.b.:** Ensure all existing and future *sponsorships* are accurately portrayed in a signed sponsorship agreement.
- **Objective 4.6:** Explore Capital Funding Opportunities,
 - **Action 4.6.c.:** "Consider public-private partnerships as a funding source." Pg 124 in the 2020 Parks and Recreation Master Plan
- **Objective 4.7:** Explore dedicated funding sources for parks maintenance
 - Actions:
 - **4.7.a:** The Division should explore the possibility of partnering with local businesses to sponsor the park maintenance for specific parks in exchange for specific event *advertising* opportunities.

2. Sandpoint Arts & Preservation Plan (Adopted 2021): The following items goals were identified as short term action items and are supportive of the proposed policy.

- **Implementation Actions:** Prepare a fundraising and *sponsorship* plan for underwriting new events.
- **Commission Duties:** Seek and encourage financial support, including grants, loans and guarantees to Sandpoint artists, arts institutions, historians and heritage organizations *sponsoring* arts, historic preservation, and history activities, subject to City Council approval.
- **Case Studies** and funding of projects identified with in the plan identified several projects that were sponsored by various organizations and public-private partners
- **Partnerships:** Sandpoint has a strong culture of collaboration and volunteerism. Plan stakeholders desire *public-private partnerships* and to work together to plan and *raise funding for the arts, marketing and promotions of the creative sector*, and creation of impactful arts and cultural growth. Local private fundraising is highly competitive.
- **Theme #5: Building Local Capacity**
 - **GOAL #9: Enhance arts leadership and organizational capacity.**
 - The City of Sandpoint will take the lead on cultural development working closely with and providing support to its non-governmental partners. When it comes to cultural development, the City will strive for a culture of "yes" to encourage more civic participation in the arts and *more investment in public-private partnerships that support arts, culture and historic preservation*, helping to strengthen the capacity of cultural and heritage non-profits. The City will also endeavor to involve more local youth in arts development activities.

3. Comprehensive Plan (July 2024)

- **Context** (Page 26): Sandpoint's recent popularity, reflected in its population growth, demand for seasonal, short-term, and long-term housing, and other development pressures, may challenge the existing character of the city. As a result, additional measures may become important to proactively preserve and enhance the vibrant character of Sandpoint through intentional design choices, programs, and tools, even as the city continues to grow and change. Such efforts may include historic preservation, art districts, design guidelines, *community partnerships*, and *new funding mechanisms*.
- **Goal 1: Parks & Open Space**
 - **E.:** Cultivate *partnerships* to support additional recreational facilities and amenities that are equitably distributed across Sandpoint to benefit all residents.
- **Goal 2: Recreation**
 - **E.:** Continue to explore *partnerships* to enhance programming opportunities.
- **Goal 1: Utilities and Infrastructure**
 - **C.:** Collaborate and consider partnership opportunities with other governmental agencies and service providers to provide the most cost effective, reliable, and efficient utilities and infrastructure to all residents and businesses.
- **Goal 2: Educational Partners in Planning**

- **B:** Develop partnerships with the educational community to share resources and facilities, where practical.
- **Goal 5: Public Safety**
 - **E.** Use regional *partnerships*, emergency planning and *shared resources* to reduce loss of life and property from hazards (climate-related hazards such as fire and flooding, train derailment, etc.).
- **Goal 6: Safety by Design**
 - **B:** Foster *partnerships* between crime prevention practitioners, community planners, architects, and public safety/health agencies.
- **Goal 7: Public Health and Welfare**
 - **B:** Develop partnerships with the health care community to collaborate and share resources, where practical.
- **Economic Tools and Partnerships**
 - "...However, for Sandpoint to remain regionally competitive, it will be important to leverage available tools and *partnerships*, as well as anticipate changes in national and regional trends." (pg 104)
 - "...The re-use of brownfields has been done successfully, but requires coordination between state agencies and local government, and often includes public-private partnerships (PPP).
- **Goal 3: Regional Economy**
 - **F.:** Strengthen *partnerships* and coordination with Schweitzer and other regional destinations and events to capitalize on the seasonal tourism industry.
- **Goal 5: Downtown Vitality**
 - **E:** Encourage *partnerships* with local organizations and businesses to host events in public spaces.
- **Partnerships & Agreements (pg 134)**
 - Implementation of this Comprehensive Plan depends on building *partnerships*. Many objectives will be implemented through collaborative *partnerships* with business, community and non-profit groups, as well as regional agencies.

STAFF RECOMMENDATION:

Staff recommends that City Council approves the proposed City of Sandpoint Sponsorship and Advertising Policy.

ACTION: Approve the resolution to accept the proposed City of Sandpoint Sponsorship and Advertising Policy.

WILL THERE BE ANY FINANCIAL IMPACT? No **HAS THIS ITEM BEEN BUDGETED?** N/A

ATTACHMENTS:

Proposed Resolution

Proposed City of Sandpoint Sponsorship and Advertising Policy