

No: 24-
Date: October 16, 2024

RESOLUTION
OF THE CITY COUNCIL
CITY OF SANDPOINT

TITLE: ADOPTING CITY OF SANDPOINT SPONSORSHIP AND ADVERTISING POLICY

WHEREAS: A number of the City's master plans, such as the 2024 Comprehensive Plan, the Arts and Historic Preservation Plan, adopted in 2021, and the Parks & Recreation Master Plan, adopted in 2020, identify opportunities for new funding mechanisms, including establishing partnerships and sponsorships and supporting promotional advertising opportunities;

WHEREAS: By establishing clear guidelines for the City to enter into sponsorship and advertising agreements, a 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, while seeking to ensure that all partnerships align with the City's mission, values, and public image, maintaining transparency, consistency, and public trust;

WHEREAS: With administrative oversight by City staff and an Advertising Standards Committee, the proposed City of Sandpoint Sponsorship and Advertising Policy provides a structured framework to avoid controversial or inappropriate content and 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; and

WHEREAS: Adopting this policy would allow the City to access valuable resources from commercial partners, businesses, and organizations eager to invest in Sandpoint's growth and development, with the policy seeking to ensure that sponsorships and advertisements contribute meaningfully to the City's goals while adhering to strict limitations to protect public interest, potentially unlocking new funding streams to enhance public services, maintain the City's character, and provide long-term benefits to the community.

NOW THEREFORE BE IT RESOLVED THAT: The City of Sandpoint Sponsorship and Advertising Policy, a copy of which is attached hereto and made a part hereof as if fully incorporated herein, is hereby approved and adopted.

Jeremy Grimm, Mayor

ATTEST:

Melissa Ward, City Clerk