

STAFF REPORT
City of Lancaster

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Date: October 13, 2009
To: Mayor Parris and City Council Members
From: Robert W. Greene, Director, Parks, Recreation and Arts
Subject: **Agreement With Santana Anne for Partnership and Sponsorship Development**

Recommendation:

Approve Agreement between the City and Santana Anne, the Advertising Company, for the purpose of developing partnerships and sponsorships between the City and private entities.

Fiscal Impact:

Under terms of this Agreement, the City will pay Santana Anne, the Advertising Company, \$2,330 per month. The funding for this Contract is provided for in account 4620-301.

Background:

City-approved funding for special events, recreation programs and City-sponsored activities allows the City to provide a wide range of programs for the community. Funding for these programs is under increasing competition from different departments and even divisions within departments to fund or enhance existing programs. Also, the state of the economy, including City revenues, has necessitated a more creative approach to funding City events. By utilizing a sponsorship development coordinator, the City can secure sponsorships that will supplement City-approved funding for programs.

There are several advantages to creating partnerships and sponsorships that provide new funding sources to existing and newly added programs. First, the City can minimize the requests for new funding from the City's general fund. Second, the City creates community involvement by using sponsorships as a method for local businesses to become more directly involved in City activities. Finally, City programs can be expanded and improved with an injection of new sponsorship funds.

Goals have been set for the sponsorship development coordinator that will generate \$95,000 in cash contributions for specific recreation programs. In addition a goal has also been set of raising \$35,500 of in-kind trade in the form of advertising contributions, products or services that can be used for special events.

One of the primary objectives of establishing this agreement is to, over time, develop financial resources that will cover the costs of specific special events and programs. The adoption of this Agreement will be similar to Agreements used by this City, as well as by other cities and public agencies to create supplemental funding sources to fund improvements to existing programs and/or help fund new programs.

RWG:jzs

Attachment(s):

1. Agreement