



Lakeland Municipal Parks & Recreation/Natural Resources Advisory Board
Regular Meeting Agenda
Tuesday, September 13, 2022, 5:30 PM
Lakeland City Hall, 10001 HWY 70, Lakeland, TN 38002

- I. CALL TO ORDER:
- II. ROLL CALL:
- III. CONSIDERATION AND POSSIBLE ACTION ON ITEMS REMOVED FROM THIS CONSENT AGENDA
- IV. CONSENT AGENDA:
 - 1. Approval of Meeting Minutes from Previous Meetings:
- V. PUBLIC DISCUSSION:
- VI. OLD BUSINESS:
 - 1. Athletic Complex, Phase 2 Update
- VII. NEW BUSINESS:
 - 1. Sponsorship Policy Discussion
 - 2. Capital Improvement Project List
 - 3. October Meeting Discussion
 - 4. Division Updates
- VIII. ANNOUNCEMENTS:
- IX. ADJOURNMENT:

LAKELAND MUNICIPAL PARKS & RECREATION/NATURAL RESOURCES
ADVISORY BOARD
REGULAR MEETING MINUTES
TUESDAY, AUGUST 09, 2022, 5:30 P.M.
CITY HALL, LAKELAND, TENNESSEE 38002

I. **CALL TO ORDER:** The meeting was called to order at 5:33 p.m. by PRB Chair, Mark Donley.

II. **ROLL CALL:**

(C) Mark Donley	Present
Katie Autry	Absent
Stacy Bond	Absent
Jessica Cannon	Present
Derek Johnston	Present
Jenny Kiesel	Present
Amber Sawyer	Present
Steve Snow	Present
Vice Mayor Michele Dial	Present

Staff personnel present for the meeting was Michael Walker, City Manager, Pat O'Mara, Parks and Recreation Director and Kim Odom, Senior Center Manager and Special Events Coordinator. Meeting was presented by Mr. O'Mara.

III. **CONSENT AGENDA:**

1. Approval of Meeting Minutes from Previous Meetings:

a. Regular Meeting Minutes, July 12, 2022

Jessica Cannon moved to approve the regular minutes of July 12, 2022.
Mark Donley seconded the motion. All in favor.

IV. **CONSIDERATION & POSSIBLE ACTION ON ITEMS REMOVED FROM THE CONSENT AGENDA:**

V. **PUBLIC DISCUSSION:**

Lakeland resident, James DeBose, attended the meeting with a request to approach the Board regarding the direction of youth sports, and concerns with lack of communication. His has a son that plays rec football.

Vice Mayor, Michele Dial, City Manager, Michael Walker, and Parks and Recreation Director, Pat O'Mara, addressed the concerns.

PRB board members continued to discuss ways to improve communication and organization within the department.

VI. **REPORTS FROM OFFICERS & STAFF:** None.

VII. **OLD BUSINESS:**

a) City of Lakeland Comprehensive Parks Master Plan

The Comprehensive Parks Master Plan went to Board of Commissioner last week during their work session and will be voted on this week during their meeting. If passed it will be effective at that time.

The environmental report for Phase II is underway. Phase II will consist of baseball and back filling the things not done in Phase I. It's in the engineering phase now. We expect

LAKELAND MUNICIPAL PARKS & RECREATION/NATURAL RESOURCES
ADVISORY BOARD
REGULAR MEETING MINUTES
TUESDAY, AUGUST 09, 2022, 5:30 P.M.
CITY HALL, LAKELAND, TENNESSEE 38002

continued from page 1

to have a written report and plan soon. It will go to BOC for better understanding on what is needed.

VIII. NEW BUSINESS:

Update on Parks and Recreation activities and other items.

1) Capital Improvement Project Lists

Pat O'Mara presented the Board with an updated capital projects list that included additional budget allocations for irrigation projects at Windward Slopes Park, Zadie Kuehl, IH Park, City Hall Park, and Oakridge Park.

2) Division Updates

a. **IH Clubhouse**

Clubhouse rec room doors and cameras aimed at front doors will soon get an upgrade with a better zoom, and new access control equipment for the banquet room.

b. **Staffing**

- Parks Maintenance tech open for application
- Recreation specialist – senior center – new candidate accepted the position
- Recreation specialist – hiring athletics (seasonal) to help Even Johnson and Baylor Moss.

c. **Special Events**

The second summer concert was held July 23 featuring Triple Annie Band. Attendance increased over the previous month.

Community Day was held on August 6, 2022, in conjunction with Movie Night. It was well attended, with approximately 150 to 200 people.

Memphis Funk-N-Horns will be the featured band for the August 27th concert. Rock the Boat will close the summer concert series for 2022 on September 24th.

Staff is currently working out plans for a Harvest Festival, Christmas event, and Spring Fling.

d. **Summer Sports Programs**

Baseball ended last week.

LAKELAND MUNICIPAL PARKS & RECREATION/NATURAL RESOURCES
ADVISORY BOARD
REGULAR MEETING MINUTES
TUESDAY, AUGUST 09, 2022, 5:30 P.M.
CITY HALL, LAKELAND, TENNESSEE 38002

Continued from page 2

Flag football ended last week.

Adult soccer tournament is finishing up this week.

e. Fall Programs

Rec cheer stands at 52 participants.

Tackle football is underway. First games at end of month. Three games are scheduled at the stadium.

Staff is working with the school to host a Fall Homecoming Week. Home games will kick off Saturday in mid-September. We are trying to cap it off with our September concert.

Fall soccer is moving ahead with registration with lower numbers. Promotion for registration continues. Sean has pushed back the registration deadline to tomorrow (August 10).

f. Upcoming Programs

Adult flag football registration is underway for a six-week season with playoffs.

g. Senior Center

New programs include Social Bridge and Line Dance Lessons. Both begin this month.

The recent Ceramic Pottery Workshop provided by Creative Aging fill up to the maximum of 30 participants.

The Summer Luau Luncheon in July fill up to the maximum of 40.

Elvis Week Luncheon ticket sells are underway.

Plans for the annual Fall Y'all Dinner next month will soon be announced.

1) ANNOUNCEMENTS:

- 2) **ADJOURNMENT:** There being no other business taken into action, Mr. Steve Snow moved to adjourn the meeting; seconded by Mrs. Amber Sawyer. Motion carried; voice, vote, all present in favor. The meeting adjourned at 7:23 p.m.

LAKELAND MUNICIPAL PARKS & RECREATION/NATURAL RESOURCES
ADVISORY BOARD
REGULAR MEETING MINUTES
TUESDAY, AUGUST 09, 2022, 5:30 P.M.
CITY HALL, LAKELAND, TENNESSEE 38002

continued from page 3



Amber Sawyer, *Secretary*

ATTEST:

Debra Murrell, *City Recorder*

DRAFT

SPONSORSHIP PACKET



HELLO
HUNTERSVILLE



Dear Prospective Sponsor:

The Town of Huntersville Parks and Recreation Department sponsorship program is designed to effectively market local businesses while making a positive impact on our community. Unlike other traditional forms of advertising, our sponsorships allow a business to be associated with the positive benefits of a community event or recreational program. Whatever your marketing needs, we have distinct partnership opportunities that can complement your plan.

Parks and Recreation Facilities make a community more attractive and provide a greater quality of life. With the help from our sponsors, we are able to offer more quality programs and facilities to the residents of Huntersville and the surrounding communities. Your sponsorship plays an important role in shaping our lives, families and homes. Much of the enjoyment and lasting memories of our residents depends on the programs and facilities offered.

Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition. By becoming a sponsor and showing your support of our programs and events, you are showing your support for the community. This will in turn make a positive impact on your business.

We offer different levels of sponsorships from yearly packages to single event or program levels. There is something affordable for your business big or small. Become a sponsor today and increase your community exposure while benefitting our town and its residents!

Sincerely,

Tracy M. Houk

Tracy Houk
Town of Huntersville
Parks & Recreation
Assistant Director
p 704.766.2227
c 704.622.0220
thouk@huntersville.org

Parks&Recreation

Post Office Box 2879 • 105 Gilead Road, Third Floor • Huntersville, NC 28070
phone 704.766.2220 • fax 704.992.5528 • www.huntersville.org

Sponsorship Opportunities

(for donations of cash, in-kind services, gifts & giveaways)



Custom Package Sponsorships

We are open to your suggestions and look forward to discussing creative options. Custom Package Sponsor benefits will be negotiated and matched with benefits at the sponsorship levels described. You are able to bundle event sponsorships and ball field/scoreboard signage to get a bigger bang for your buck!

In-Kind Sponsorships consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print/web advertising, a restaurant may provide food for an event, etc..., in exchange for being recognized as a sponsor. There are numerous possibilities. The "market value" of the contribution must meet or exceed a specific amount to be considered a sponsor for an event or program.

Adopt-A-Park Program - Anyone who is interested in adopting a park is welcome to participate in the program. Adopters include: Families, Neighborhoods, Corporations, Community Groups, Faith-based Organizations, etc... Adopters are recognized on the Town of Huntersville website and a sign will be installed in the park as a visible statement of their commitment to maintaining the park as a valuable resource for the community. Please contact our Assistant Parks & Recreation Director, Tracy Houk thouk@huntersville.org / 704-766-2227 for more information.



ADOPT-A-PARK

This Park has been adopted by:

Verigent



Scholarship Program

In Memory of Nikko Pinkney & Joseph Fry

It is the policy of the Town of Huntersville Parks and Recreation Department to provide recreational opportunities to all residents of Huntersville.

Realizing the need to include all residents we offer financial assistance to Huntersville residents meeting guidelines we have established. A contribution will insure additional space for more scholarships to be offered.



Nikko Pinkney



Joseph Fry

You and/or your company can help to ensure that we provide only quality programs and our facilities remain in superior condition.

Sponsorship Opportunities

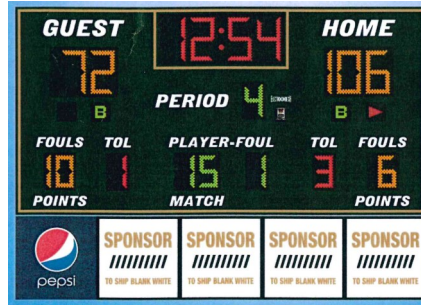
(for donations of cash, in-kind services, gifts & giveaways)



Scoreboard Panel - All signs offer high-visibility.

Sponsor may create design for approval.

☞ We anticipate over 1,200 basketball & volleyball games to be played each year and over 100,000 visitors/year



- \$500/year
- 2'x2' Panel
- Installation and Maintenance included
- **\$300 - Renewal**

Ball Field Signage - All signs are made of aluminum and offer high-visibility.

Sponsor may create design for approval.

☞ **North Mecklenburg Park**.....signage visibility potential: 380,600 visitors per year

☞ **Bradford Park**.....signage visibility potential: 250,500 visitors per year

☞ **Huntersville Athletic Park**....signage visibility potential: 210,500 visitors per year

- \$500/year
- 4'x8' sign
- Installation and Maintenance included
- **\$300 - Renewal**



Senior Softball Team Sponsor - \$250

Ralph Lambert Senior Softball League (2 seasons)

Company logo on team shirts.

****Estimated Patrons Adult Softball / Senior Softball:**

1,600 participants annually

Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition.

Single Event Sponsorship Opportunities

(for donations of cash, in-kind services, gifts & giveaways)



Pictures with the Easter Bunny and Duck:

- Holbrook Park
- Approximate attendance: 1000+ visitors
- Sponsorship Opportunities Available:
 - ◊ 2 Activity Sponsors: \$500 each



Movies in the Park:

- Veterans Park, Downtown Huntersville
- Approximate attendance: 300-500/movie
- Sponsorship Opportunities Available:
 - ◊ Title: \$2,000
 - ◊ 1 Supporting Sponsor: \$250/movie night



Huntersville Growers' Market:

- Sponsorship Opportunity - Title Sponsor: \$2000/season
- Open every Saturday, May - Aug. / 8:00 am - 12:00 pm
- Veterans Park, Downtown Huntersville

Interested in becoming a vendor?

Contact Lindsay Small, Downtown Events & Facility Coordinator
at 704.766.2220 or lsmall@huntersville.org for more information.

LaLaCaboosa:

- Veterans Park, Downtown Huntersville
- Approximate attendance: 300-500/concert
- Sponsorship Opportunities Available:
 - ◊ Title: \$10,000 (no other sponsors will be secured if title is taken by March 31)
 - ◊ 2 Supporting Sponsors: \$5,000/each if title is not secured by March 31
 - ◊ 1 night sponsor: \$500/concert if title & supporting sponsors are not secured by April 30

Jazz Concert Series: Saturdays in April

- Veterans Park, Downtown Huntersville
- Approximate attendance: 300/night
- 2 Sponsorship Opportunities Available:
 - ◊ Title: \$3,000 (no other sponsors will be secured if title is taken by February 28)
 - ◊ or 2 Sponsors at \$1,500/each if title is not secured by March 1.

Veterans Park Car & Truck Show: Spring/Fall

- Veterans Park, Downtown Huntersville
- Approximate attendance: 50 cars registered / 400+ visitors
- Sponsorship Opportunities Available per event:
 - ◊ 2 Sponsors at \$500/each

Through our sponsorships we are able to provide the community with FREE live entertainment, FREE children's rides, & FREE activities at ALL of our events!

Single Event Sponsorship Opportunities

(for donations of cash, in-kind services, gifts & giveaways)



**Join us the first SUNDAY in May,
for the town's annual music and arts festival!**

Hello Huntersville has an expected attendance of 5000-6000 visitors.

**Regional art vendors will display their talents throughout
the streets of Downtown Huntersville!**

Accompanying the regional artists will be local musicians/bands, live art demos, multi-cultural performances, puppet shows, face painting, art classes, bounce houses & children's rides/activities, local schools displaying their students' artwork, plus area businesses, food trucks, craft beer and wine vendors and local restaurants will be open as well.

Sponsorship monies will go towards live art demos, displays & pieces created during the event as well as other interactive activities & entertainment that are all free to the visitors because of our sponsors.

****NEW** Public Art Piece**

Sponsorship \$5,000 (Limited one sponsor)

- Location for table/tent beside sponsored art piece/demo
- Announcement of sponsorship on the entertainment stage during event
- Plaque on/near final piece after install
- Payable over 2 years

Art Piece Location will be determined by December 31



For the Love of Music & Art \$5,000 (Limited one sponsor)

- Event will be titled "your logo" Presents Hello Huntersville
- Prime location for table/tent in main event area
- Logo/Name on all advertisements
- Announcement of sponsorship and title of event on the Entertainment stage during event
- No competing business/organization will be a sponsor at any other level

Creativity Sponsor = \$1,000

- Medium Logo/Name on all advertisements (Website, newspaper, press releases)
- Set up a table at the event (locations based on a first come-first served basis)
- Announcement of Sponsorship on the Entertainment stage

Inspired Sponsor = \$500

- Small Logo/Name on all advertisements (Website, newspaper, press releases)
- Set up a table at the event (locations based on a first come-first served basis)

Supporting Sponsor = \$300

- Set up a table at the event **OR** Small Logo/Name on all advertisement for event (locations based on a first come-first served basis)



Single Event Sponsorship Opportunities

(for donations of cash, in-kind services, gifts & giveaways)



Activities include costume contest, face painting, bounce houses, children's arts and crafts, interactive family games, activities inside/outside of rec center, music, food trucks, and a whole lot of fun!

Spooktackular Level = \$3,000

(Limited to one sponsor)

- Halloween in Huntersville Presented by, "your company"
- Announcement of sponsorship at event
- Set up a table at the Halloween event
- Logo/Name on all advertisements for event
- No competing business/organization will be a sponsor at any other level

Ghost Level = \$1,000 (Limited to 2 sponsors)

- Announcement of sponsorship at event
- Set up a table at the Halloween event
- Logo/Name on all advertisements for event
- No competing business/organization will be a sponsor at any other level

Pumpkin Level = \$500

- Logo/Name on all advertisements for event
- Table at the event

Trick-or-Treat Level = \$300

- Set up a table at the event
OR Logo/Name on all advertisements for event

Through our sponsorships we are able to provide the community with FREE live entertainment, FREE children's rides, & FREE activities at ALL of our events!



Christmas in Huntersville

(1st Weekend in December)



This event is our largest downtown event. We have magic shows, carriage rides, carolers, free games and rides for the children, arts and crafts vendors, visit from Santa, letters to Santa, and entertainment for the whole family!

Attendance expected: Over 8,500 people

Winter Wonderland (Title) level = \$5,000

(Limited to one sponsor) The Title Sponsor is the most prominent and visible of all the sponsorships available and is reserved for only one organization or company

- * Event will be titled: " 'your business' Presents A Huntersville Christmas"
- * Logo on all advertisements
- * Logo on event brochure as Title Sponsor
- * Logo/Name on the map at your location
- * Set-up at most visible location
- * Announcement of sponsorship on entertainment stage during event



Christmas Tree level = \$7500 (5 year sponsor - **payable over the 5 yr. period)

- * **Town Center Tree Sponsor**
- * You/your company will get to "light" the tree
- * Recognition at base of tree from December 1- January 1
- * Logo/Name on all advertisements
- * Set-up table/tent at weekend festivities

Candy Cane Level = \$3,000 (Limited to one sponsor)

- * Set-up table in prime location
- * Logo on all advertisements (website, newspaper, press releases, etc...)
- * Logo/Name on the map at your location
- * Announcement of sponsorship on the Entertainment stage during event



Santa's Workshop Level = \$1,000

- * Logo on all advertisements (website, newspaper, press releases, etc...)
- * Logo/Name on the map at your location
- * Set-up a table at the event in your area
- * Announcement of sponsorship on entertainment stage during event

North Pole Level = \$500

- * Logo on all advertisement
- * Set-up a table at the event

Reindeer Level = \$300

- * Set-up a table at the event
- OR** Logo/Name on all advertisements for the event



Through our **sponsorships** we are able to provide the community with **FREE** live entertainment, **FREE** children's rides, & **FREE** activities at **ALL** of our events!

SPONSORSHIP AND DONATION POLICY

Approved By: 
Parks & Recreation Director

Date: 2/6/2019

Established: February 6, 2019

BACKGROUND

In order to maximize resources, it is in the interest of the Parks and Recreation Department to create and enhance relationships with sponsors and donors. This can be accomplished by providing individuals, groups and organizations with methods for financially supporting the programs, events and facilities (collectively referred to as property/properties) operated and managed by the Department. The Department delivers quality, life-enriching activities to a broad community, which translates into exceptional visibility for local, regional, and national sponsors and donors.

PURPOSE

To establish the criteria for evaluating potential sponsors and donors and the processes for obtaining sponsorships and donations.

AUTHORITY

The Director will have the prerogative to accept or reject donation and sponsorship proposals. The Department shall preserve the right and discretion to restrict access to Department properties and publications for the placement of donor and sponsor messages. To the extent that any such messages are accepted, the Department reserves the right of editorial control over the placement, content, appearance and wording and to determine and prohibit types of messages which are deemed inappropriate for, or inconsistent with, the mission and goals of the Department.

DEFINITIONS

Department; Town of Sahuarita Parks and Recreation Department

Director; Town of Sahuarita Parks and Recreation Director or designee

Donation; Cash or in kind products and services offered without an obligation other than to restrict the use of the donation to a particular program, event or facility improvement, or in some instances, with no restrictions whatsoever.

Sponsorship; Cash or in kind products and services offered with a clear understanding that an obligation on the part of the recipient is created to return something of value to the sponsor, such as advertising the sponsor's name, logo, product, or service.

POLICY AND RULES

Sponsors/donors may be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the Department.

Staff shall identify the objective that the sponsor/donor is trying to achieve, i.e. legacy, sales, exclusivity, general support of a cause, and similar.

Staff shall review potentially sponsored properties (programs, events, and facilities) from a viewpoint of creating synergistic working relationships.

Staff shall exercise due diligence when evaluating donation and sponsorship proposals in order to define the benefits, risks, and unintended consequences of a donation or agreement.

Sponsorships will be finalized by a letter of agreement or contract that details the particulars of the exchange.

Solicitations

Staff may initially engage potential donors/sponsors verbally or in writing.

A sponsorship packet will be created to solicit sponsorships and identify the property, program/event date, proposal deadline, sponsorship tiers and associated benefits. The sponsorship packet shall be reviewed and approved by a Division Manager or higher prior to distribution.

When seeking donations for a particular property, staff shall keep a record of the prospects, requests, and receipts. Letters of request shall be reviewed and approved by a Division Manager or higher prior to distribution. The value of received donations shall be included in all after-action reports related to the program, event or facility.

Offers of unsolicited donations shall be forwarded to the Director for review prior to staff acceptance.

Evaluation Criteria

The following criteria are used to evaluate a sponsorship or donation proposal:

- Compatibility of the products, customers and promotional goals with Department mission
- Past record of involvement in community and municipal projects
- Desirability of association, image (i.e., record of environmental stewardship)
- Readiness of the sponsor/donor to enter into an agreement
- Comparison of actual value of the proposed cash or in-kind sponsorship/donation with the actual value of the benefit to the sponsor/donor
- Support for, or opposition to, the proposal
- Operating and maintenance costs associated with the proposal

The Director possesses final authority for determining the appropriateness of a sponsor/donor relationship and reserves the right to decline to enter into or recommend any proposed sponsorship/donation agreement.

The Department does not accept or affiliate with:

- Nicotine products; smoking

- Sexually oriented products, activities or materials; profanity, obscenity, lewdness
- Illegal drugs or illegal drug materials; illegal drug use
- Violence or acts of a violent nature

Approval Authority

- Agreements projected to generate less than \$25,000 - Director
- Agreements projected to generate \$25,000 - \$50,000 - Town Manager
- Agreements projected to generate more than \$50,000 - Town Council

Sponsor and Donor Recognition

Recognition may identify the sponsor or donor but shall not endorse individuals, organizations, products or services. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services or organizations will ordinarily not be acceptable.

Accepting a donation or entering into a sponsorship agreement with an external entity does not constitute an endorsement of the entity or its services and products by the Department.

The degree of sponsor recognition will be provided in the sponsorship packet, i.e., tiers.

The following content is allowed:

- The recognized name of the sponsor/donor
- Sponsor/donor logo
- Sponsor/donor slogan if it identifies rather than promotes the organization, product, or service
- Sponsor/donor product or services line, described in brief, generic, objective terms
- Brief contact information for the sponsor/donor, such as one of the following: phone number, address, or website

Sponsor/Donor Messages on Town Property

Department property and publications are intended to support the delivery of governmental services and programs. Except as required by law or expressly established by an affirmative action of the Town Council, no person shall have a right to use a Department property or publication for other than the intended and authorized governmental purpose or service. Placement of sponsor/donor messages upon Town property or in Town publications shall require specific authorization.

Sponsors/donors may not use the Town of Sahuarita and/or Parks and Recreation Department name, marks, or logo in any print, video, internet, broadcast, or display item developed to promote or communicate the sponsorship/donation without the written approval of the Director or Town Manager.

SPONSORSHIP AND DONATION POLICY

Approved By: 
Parks & Recreation Director

Date: 2/6/2019

Established: February 6, 2019

BACKGROUND

In order to maximize resources, it is in the interest of the Parks and Recreation Department to create and enhance relationships with sponsors and donors. This can be accomplished by providing individuals, groups and organizations with methods for financially supporting the programs, events and facilities (collectively referred to as property/properties) operated and managed by the Department. The Department delivers quality, life-enriching activities to a broad community, which translates into exceptional visibility for local, regional, and national sponsors and donors.

PURPOSE

To establish the criteria for evaluating potential sponsors and donors and the processes for obtaining sponsorships and donations.

AUTHORITY

The Director will have the prerogative to accept or reject donation and sponsorship proposals. The Department shall preserve the right and discretion to restrict access to Department properties and publications for the placement of donor and sponsor messages. To the extent that any such messages are accepted, the Department reserves the right of editorial control over the placement, content, appearance and wording and to determine and prohibit types of messages which are deemed inappropriate for, or inconsistent with, the mission and goals of the Department.

DEFINITIONS

Department; Town of Sahuarita Parks and Recreation Department

Director; Town of Sahuarita Parks and Recreation Director or designee

Donation; Cash or in kind products and services offered without an obligation other than to restrict the use of the donation to a particular program, event or facility improvement, or in some instances, with no restrictions whatsoever.

Sponsorship; Cash or in kind products and services offered with a clear understanding that an obligation on the part of the recipient is created to return something of value to the sponsor, such as advertising the sponsor's name, logo, product, or service.

POLICY AND RULES

Sponsors/donors may be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the Department.

Staff shall identify the objective that the sponsor/donor is trying to achieve, i.e. legacy, sales, exclusivity, general support of a cause, and similar.

Staff shall review potentially sponsored properties (programs, events, and facilities) from a viewpoint of creating synergistic working relationships.

Staff shall exercise due diligence when evaluating donation and sponsorship proposals in order to define the benefits, risks, and unintended consequences of a donation or agreement.

Sponsorships will be finalized by a letter of agreement or contract that details the particulars of the exchange.

Solicitations

Staff may initially engage potential donors/sponsors verbally or in writing.

A sponsorship packet will be created to solicit sponsorships and identify the property, program/event date, proposal deadline, sponsorship tiers and associated benefits. The sponsorship packet shall be reviewed and approved by a Division Manager or higher prior to distribution.

When seeking donations for a particular property, staff shall keep a record of the prospects, requests, and receipts. Letters of request shall be reviewed and approved by a Division Manager or higher prior to distribution. The value of received donations shall be included in all after-action reports related to the program, event or facility.

Offers of unsolicited donations shall be forwarded to the Director for review prior to staff acceptance.

Evaluation Criteria

The following criteria are used to evaluate a sponsorship or donation proposal:

- Compatibility of the products, customers and promotional goals with Department mission
- Past record of involvement in community and municipal projects
- Desirability of association, image (i.e., record of environmental stewardship)
- Readiness of the sponsor/donor to enter into an agreement
- Comparison of actual value of the proposed cash or in-kind sponsorship/donation with the actual value of the benefit to the sponsor/donor
- Support for, or opposition to, the proposal
- Operating and maintenance costs associated with the proposal

The Director possesses final authority for determining the appropriateness of a sponsor/donor relationship and reserves the right to decline to enter into or recommend any proposed sponsorship/donation agreement.

The Department does not accept or affiliate with:

- Nicotine products; smoking

- Sexually oriented products, activities or materials; profanity, obscenity, lewdness
- Illegal drugs or illegal drug materials; illegal drug use
- Violence or acts of a violent nature

Approval Authority

- Agreements projected to generate less than \$25,000 - Director
- Agreements projected to generate \$25,000 - \$50,000 - Town Manager
- Agreements projected to generate more than \$50,000 - Town Council

Sponsor and Donor Recognition

Recognition may identify the sponsor or donor but shall not endorse individuals, organizations, products or services. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services or organizations will ordinarily not be acceptable.

Accepting a donation or entering into a sponsorship agreement with an external entity does not constitute an endorsement of the entity or its services and products by the Department.

The degree of sponsor recognition will be provided in the sponsorship packet, i.e., tiers.

The following content is allowed:

- The recognized name of the sponsor/donor
- Sponsor/donor logo
- Sponsor/donor slogan if it identifies rather than promotes the organization, product, or service
- Sponsor/donor product or services line, described in brief, generic, objective terms
- Brief contact information for the sponsor/donor, such as one of the following: phone number, address, or website

Sponsor/Donor Messages on Town Property

Department property and publications are intended to support the delivery of governmental services and programs. Except as required by law or expressly established by an affirmative action of the Town Council, no person shall have a right to use a Department property or publication for other than the intended and authorized governmental purpose or service. Placement of sponsor/donor messages upon Town property or in Town publications shall require specific authorization.

Sponsors/donors may not use the Town of Sahuarita and/or Parks and Recreation Department name, marks, or logo in any print, video, internet, broadcast, or display item developed to promote or communicate the sponsorship/donation without the written approval of the Director or Town Manager.

IMPLEMENTATION MATRIX

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCES
EXISTING PARKS				
City Hall Park	High	- Develop Master Plan for the park - Repair walking path - Update and expand playground - Develop insect/pest control program - Greenway connection to Lakeland Town Square - Extend greenway to Lakeland Athletic Complex	Low	City, RTP Grant, LPRF Grant, Private/Public Partnership, TDOT Grant
			Low	
			Medium	
			Low	
			High	
			High	
	Low	- Upgrade exterior of storage buildings - Pave parking lot along Memphis-Arlington Road - Potential location of 'Lakeland Tennis Center'	Medium	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Medium	
			High	
Cool Springs Park	High	- Install exercise equipment along trail - Provide parking for general public - Develop greenway connection to Lakeland Sports Complex	Low	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Medium	
			High	
	Low	Establish Level 1 arboretum designation from Tennessee Urban Forestry Council	Low	City, Public/Private Partnership, Corporate Sponsorship

*RTP (Recreational Trails Program), LPRF (Local Parks and Recreation Fund), TDOT (Tennessee Department of Transportation)

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCES
EXISTING PARKS				
IH Managerial Park	High	- Upgrade parking in conjunction with New Canada Road construction - Install ADA accessible fishing pier - Greenway connection to Plantation Hills Park and Lakeland Athletic Complex - Relocate maintenance facilities to the Sports Complex - Add additional event amenities such as restrooms, concessions/food truck accommodations	High	City, RTP Grant, LPRF Grant, Private/Public Partnership, TDOT Grant, Corporate Sponsorship
			Medium	
			High	
			High	
			High	
			High	
	Low	- Implement the Master Plan - Enhance aesthetics of existing maintenance facilities - Update picnic areas and other park amenities over time	High	City, LPRF Grant, Private/Public Partnership, Corporate Sponsorship
			Medium	
Oak Ridge Park	High	Install accessible route to Seed Tick Road trail	Medium	City, RTP Grant, LPRF Grant
	Low	- Install restroom facility - Install walking trail throughout the undeveloped portion of the park and connect to Oakwood subdivision	High	City, RTP Grant, LPRF Grant
			High	

*RTP (Recreational Trails Program), LPRF (Local Parks and Recreation Fund), TDOT (Tennessee Department of Transportation)

IMPLEMENTATION MATRIX

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCES
EXISTING PARKS				
Plantation Hills Park	High	- Create Master Plan for the park - Install new nature play equipment - Install rules and regulations signage - Install "sky cop" or similar apparatus - Greenway connection to IH Managerial Park - Improve sight-lines through the park for security purposes	Low	City, RTP Grant, LPRF Grant, Private/Public Partnership, Volunteer Group
			Medium	
			Low	
			Low	
			High	
			Low	
	Low	- Install timed gate to access parking area - Enhance interaction with the wetland and add interpretive signage	Medium	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Low	
Windward Slopes Park	High	- Expand tennis courts to four - Add two additional pickleball courts - Install "sky-cop" or similar apparatus - Install parking lot lighting - Sidewalk connection to Canada Road - Install fitness equipment along walking path	High	City, RTP Grant, LPRF Grant, Private/Public Partnership
			High	
			Low	
			Medium	
			High	
			Medium	
	Low	- Walking trail lighting - Enhance interaction with wetland and add interpretive signage	High	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Low	

*RTP (Recreational Trails Program), LPRF (Local Parks and Recreation Fund), TDOT (Tennessee Department of Transportation)

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCES
EXISTING PARKS				
Zadie E. Kuehl Memorial Park	High	- Install pavilion seating - Update park benches - Sidewalk connection to Canada Road - Install restroom facility adjacent to playground	Low	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Low	
			Medium	
			High	
Lakeland Sports Complex	High	- Expand walking loop to utilize undeveloped portion of the park - Install shaded seating in the dog park areas	High	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Medium	
			High	
			Low	
Lakeland Sports Complex	High	- Greenway connection to IH Managerial Park and Cool Springs Park - Install "sky-cop" or similar apparatus - Install timed gates	High	City, RTP Grant, LPRF Grant, Private/Public Partnership
			Low	
			Medium	
			High	
Lakeland Sports Complex	Low	Complete remaining phases of Master Plan	High	City, RTP Grant, LPRF Grant, Private/Public Partnership
			High	

*RTP (Recreational Trails Program), LPRF (Local Parks and Recreation Fund), TDOT (Tennessee Department of Transportation)

IMPLEMENTATION MATRIX

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCES
NEW FACILITIES				
Community Center	High	- Select a community center site and plan for its construction - This will include an aquatic center	High	City, Private/ Public Partnerships
Lakeland Athletic Complex	High	Complete remaining phases of the master plan	High	City, Private/ Public Partnerships, Grants
Community garden	Low	Provide a community garden space with staff support	Low	City, Volunteer Group
Greenways	High	- Develop a greenway master plan to connect parks and key destinations - Phase out the plan and install	High	City, Grants
New Parks	High	Identify and develop parks in under serviced areas	High	City, Private/ Public Partnerships
Racket Sports	High	- A: Expand tennis center at Windward Slopes Park with 2 additional tennis courts and 2 pickleball courts - B: Develop plan for a tennis center at City Hall Park	High	City, Private/ Public Partnerships, Grants
Skate Park	Low	Included in Lakeland Sports Complex Master Plan	Medium	City, Grants
Playgrounds	Low	- Implement both the Lakeland Sports Complex and IH Park Master plans - Identify and develop one additional playground	Medium	City, Grants
Nature Center	Low	Utilize existing assets to create interpretive nature opportunities	Low	City, Private/ Public Partnerships, Grants

SCOPE	POTENTIAL BUDGET IMPACT
STAFFING	
Hire additional maintenance staff to meet the NRPA standard, in conjunction with increased maintenance needs	Medium
Enhance training programs	Low

