

TOWN OF PALM BEACH

Information for Town Council Meeting on: May 8, 2018

To: Mayor and Town Council

Via: Kirk Blouin, Town Manager

From: Beth Zickar, Director of Recreation

Re: Solicitation of Corporate Sponsorships for Recreation Programs

Date: April 24, 2018

STAFF RECOMMENDATION

Staff recommends Town Council review the following information regarding the development of a Town focused program to create limited sponsorship opportunities for Island based businesses and organizations, and provide direction and approval as necessary.

GENERAL INFORMATION

The Town of Palm Beach has traditionally avoided solicitation of program sponsors to offset recreation program costs, with the exception of youth soccer jersey sponsorship and miscellaneous in-kind donations for children's events.

During the evaluation of the Comprehensive Review of Town Operations (CROTO), Town Council was presented with a potential revenue enhancement of the solicitation of corporate sponsorship for Recreation Department programs and activities. The use of select local business sponsorships for programs and events would assist in increasing the cost recovery goals within each of the Recreation Department program areas. Policies would be established to set parameters, providing staff with clear guidelines. The sponsorship agreements would be crafted in a manner that accurately reflect the Town's values and result in an optimal balance of overall benefits to the Town and the community.

Sponsorships would be compatible with the Town's projects, programs and events. Examples of potential sponsorship relationships could include the following opportunities:

- Halloween Happenings
- Spring Celebration
- Captain's Party at the Town Docks
- Coffee with the Crew at the Town Docks
- Tuesday Night Mixers at Seaview Tennis Center
- Golf Tournaments

These relationships would be formalized through the development of internal guidelines that would be developed for administration of the program.

FUNDING/FISCAL IMPACT

Programs and activities within the Recreation program areas rely upon user fees to cover operating costs. The collection of funds through a sponsorship program can assist in improving the cost recovery within each of the Recreation program areas.

Cc: Jay Boodheshwar, Deputy Town Manager
Jane Struder, Director of Finance
Rod Gardiner, Assistant Director of Recreation
Tony Chateauvert, Golf Manager
Mike Horn, Dock Master