

MUNICIPAL FACILITIES COMMITTEE AGENDA

July 25, 2013 - North Conference Room

21630 11th Avenue South – Des Moines 98198

5:30P – 6:50P

1. Call to order
2. Approve minutes 6/27/2013 meeting
3. Marina RFQ Update
(Staff to provide status update)
4. Beach Park Dining Hall Update
(Staff to provide update on the Beach Park Dining Hall Capital Project based on Washington Heritage Capital Grant funding)
5. J Dock Fire Update
(Staff to update on the progress of repairs to J Dock)
6. Sponsorship and Naming Rights
(Discussion of draft policy)

Beach Park Dining Hall Update
Prepared for Municipal Facilities Committee
July 25, 2013
By Parks, Recreation and Senior Services Director

The state legislative session which ended on June 30, 2013 included \$850,000 Washington Heritage Capital Grant Funds for the Des Moines Beach Park Dining Hall Rehabilitation Project. This grant requires a \$2 City to \$1 state dollars match. The grant allows for the City to use up to six years of previous project expenditures as match. The state legislature has also re appropriated \$128,062 of unused project funds from the \$1M Washington Heritage Capital Grant Funds for the Des Moines Beach Park Dining Hall Rehabilitation received in 2006.

WHCG Project Grant Amounts:

2014-15 WHCG	\$824,500 (\$850,000 less 3%/\$25,500)
2013 WHCG Re Appropriation	\$128,062 (remainder of 2006 \$1M grant)

Total Grant Funds Available:	\$952,562
Total Project Match Required:	\$1,905,124

Identified Project Match:

Des Moines Creek Modifications Project (SWM)	\$1,165,664
Auditorium CIP (not state funds and not billed)	\$374,954
Auditorium Roof (Fund 506)	\$61,950
Dining Hall CIP (2013 REET)	\$125,025
Dining Hall CIP (2014 REET)	\$93,804
Picnic Shelter CIP (2014 REET)	\$100,000
Dining Hall 4Culture Grant	\$12,000
Total Match Available:	\$1,933,397

Assumptions:

- Dining Hall must be brought up to current codes for structural, ADA, utilities, life and safety
- Interior building design modifications will be minimal
- Priority is to protect and reopen the building for public use in 2014
- Work to be done to Secretary of Interior Standards
- Council approved 2013-2014 MCI REET funding
- No additional "new" City funds are available for the project

MUNICIPAL FACILITIES COMMITTEE MEETING

J DOCK FIRE UPDATE

July 25, 2013

Phase 1 – GET DOCK BACK IN SERVICE

- BUDGET
- PROGRESS TO-DATE
- EXPECTED TIME OF COMPLETION FOR PHASE 1

Phase 2 – DESIGN AND BUILD REPLACEMENT

- PRELIMINARY PROJECT BUDGET
- TIME LINE FOR COMPLETION







J DOCK FIRE - PHASE 1
RETURN REMAINING PART OF
DOCK TO SERVICE

SCOPE

STABILIZE & EVALUATE
CLEAN-UP/DEMO
REBUILD MAIN WALKWAY
REWIRE J-01 TO J-31

COST ESTIMATE

GLOBAL DIVING & SALVAGE	\$	104,000
MOFFATT NICHOL	\$	19,000
WOOD HARBINGER	\$	23,000
SKYLINE ELECTRIC EQUIP.	\$	4,500
FLOAT BILLITS	\$	1,000
CONSTRUCTION COSTS		
MAIN WALKWAY	\$	22,500
ELECTRICAL	\$	40,000
SEALING/PAINTING	\$	25,000
CITY/ADMIN	\$	20,000
	\$	<u>259,000</u>

DRAFT PARKS AND RECREATION SPONSORSHIP PROGRAM

I. PURPOSE

The Des Moines Parks and Recreation Department (Parks Dept) Mission Statement; “To encourage and provide the diverse population of the Greater Des Moines area opportunities to experience life-enhancing activities through developed and well-maintained park land and facilities, professional programming and services, and the optimum utilization of community resources.”

In the furtherance of this mission, the Parks Dept is faced, more frequently as time passes, with the need for additional funds for assistance with enhancement, maintenance and operations of facilities and programs. In a time of shrinking public dollars, the Parks Dept seeks outside funding through sponsorships in order to maintain valuable and important programs and facilities, within specific boundaries and with built-in safeguards against misuse of this tool.

The Parks Dept has designed a sponsorship program that will enhance its ability to deliver parks and recreation services as long as the services and products of those businesses are consistent with and appropriate to the stated mission and lines of business.

This policy sets out guidelines for entering into sponsorship agreements. Sponsorships are not to be confused with corporate donations or gifts for which there is no recognition or compensation. This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists.

This policy seeks to provide a benefit to everyone in our community, without diminishing the public image of the Parks Dept facilities and programs.

The purposes of this policy are to:

- (1) Clearly state that these sponsorships do not constitute a public forum for communication and debate. The rights granted by the sponsorships are established and retained at City discretion. The Parks Dept reserves the right to amend these policies and standards at any time. Any revisions or amendments to this policy will be in writing and supplied to all advertising contractors.
- (2) To outline the guidelines and procedures for entering into sponsorship agreements consistent with the Parks Dept mission
- (3) To recognize that sponsorships provide an effective means of generating new revenues and alternative resources to support Parks Dept facilities and programs.

II. DEFINITIONS

A. “City” means the City of Des Moines, a political subdivision of the State of Washington.

B. "Director" is the Director of the Des Moines Parks and Recreation Department, or his or her designee.

C. "Sponsorship Packages" Sponsorship packages have been created for purposes of providing guidance and direction for potential sponsors, sponsorship contractor, and the City. It is understood and expected that minor adjustments may be made as necessary to meet the City's and Sponsor's specific needs subject to conformity with restrictions, standards and guidelines set forth in this policy. Sponsorship Packages include:

1. Type A: Site Specific Program Sponsorship: A time limited event or program sponsorship at an individual City facility.
2. Type B: Citywide Program Sponsorship: A time limited program sponsorship that is held at multiple City facilities or has a citywide presence.
3. Type C: Temporary Logo or Recognition Display Sponsorship: A sponsorship agreement that includes a display of recognition on park property for more than fourteen calendar days and not more than one year..
4. Type D: Long-Term Sponsorship: A sponsorship agreement that includes naming of a facility or portion of a facility for more than one year.

III. POLICY

A. Intent. It is the intent of the Parks Dept to encourage sponsorships that encourage a family friendly image / environment. It is the policy of the Park Dept that sponsorship agreements will exist in accordance with guidelines, criteria and procedures set forth in this policy.

B. Sponsorship Restrictions, Standards and Guidelines. In addition to the terms and conditions set forth in each Sponsorship Package, the following restrictions, standards and guidelines shall apply:

1. Prohibited Industries and Products. In general, the following industries and products are not eligible for sponsorships with the Parks Dept:

- a. Police-regulated businesses
- b. Companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography.
- c. Adult night club sponsors
- d. Religious and political organizations
- e. Sponsors that do not portray a PG or G rated image.

2. Message Content. Sponsorships on City property are maintained as a nonpublic forum. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The City may make distinctions on the appropriateness of

sponsors on the basis of subject matter of a potential sponsorship recognition message. The City will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint.

3. Permissible Recognition Messages. Sponsorship recognition messages may identify the sponsor but should not promote or endorse the organization or its 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 not be accepted. Only the following content will be deemed appropriate:

- a. The legally recognized name of the advertising organization.
- b. The advertiser's organizational slogan if it identifies rather than promotes the organization or its products or services.
- c. The advertiser's product or service line, described in brief, generic, objective terms. Generally, only one product or service line may be identified.
- d. Brief contact information for the advertiser's organization, such as phone number, address, or Internet website.
- e. Contact information must be stated in a manner that avoids an implication of urging the reader to action.
- f. The City will not make any statements that directly or indirectly advocate or endorse a sponsor's organization, products, or services.
- g. No materials or communications, including, but not limited to, print, video, Internet, broadcast, or display items developed to promote or communicate the sponsorship using the City's name, marks, or logo, may be issued without written approval from the City Manager.

C. Sponsorship Criteria. At a minimum, the following criteria when evaluating a corporate sponsorship proposal shall be taken into consideration in determining compatibility for a sponsorship; in all cases, the Parks Dept Director and/or the City Manager as outlined herein (Procedures section) will have the prerogative to accept or reject a proposal:

1. The compatibility of the corporation's products, customers and promotional goals with the Parks Dept mission;
2. The corporation's past record of involvement in community and City projects;
3. The desirability of association – the image;

4. The timeliness or readiness of the corporation to enter an agreement; and
5. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation.
6. Community support for, or opposition to, the proposal
7. The operating and maintenance costs associated with the proposal.
8. The corporation's record of responsible environmental stewardship.

D . Process of selling sponsorships. The following process shall be followed in selling sponsorships:

1. The cost of each Sponsorship Package will be based on the value of the exposure and the amount of benefits that are received by the potential sponsor for each sponsorship.
2. All details involved with a Sponsorship Package will be approved by the Director and others as outlined herein,
3. All billing for the sponsorship fees will be processed through the City.

E. Sponsorship Program and Administration.

1. Administration. The Parks Dept Director shall be designated as the primary contact for the Parks Dept.

2. Procedure. The Director shall review each potential sponsor to determine whether the Sponsor falls within the adopted standards and guidelines. Depending upon the annual value of the sponsorship, the following steps shall then commence:

a. Single Sponsor seeking to enter into agreement for Sponsorship(s) Packages Type A or B with an individual or accumulative annual value of not more than \$20,000 shall commence as follows:

i. The Director will review the sponsorship proposal to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy.

ii. If adopted standards and guidelines appear to be met, the Director shall approve the sponsorship.

b. Single Sponsor seeking to enter into agreement for Sponsorship(s) Packages Type C or with an individual or accumulative annual value of more than \$20,000 shall commence as follows:

i. The Director will review the sponsorship proposal to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy.

ii. After review, the Director shall make a recommendation to the City Manager for approval/denial.

iii. Ultimately, the City Manager shall render a final decision to deny or approve the sponsor providing a brief statement of finding(s) in support of decision rendered. The Sponsorship shall not commence in the event that the City Manager renders a decision to deny the Sponsorship.

c. Single Sponsor seeking to enter into agreement for Sponsorship(s) Packages Type D shall commence as follows:

i. The Director and City Manager will review the sponsorship proposal to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy.

ii. After review, the Director and City Manager shall make a recommendation to the City Council for approval/denial.

iii. Ultimately, the City Council shall render a final decision to deny or approve the sponsor providing a brief statement of finding(s) in support of decision rendered. The Sponsorship shall not commence in the event that the City Council renders a decision to deny the Sponsorship.

3. **Agreement.** Upon final approval of the City, the Director shall commence with entering into a formal agreement with the sponsor, consistent with the Sponsorship Program, Des Moines Municipal Code and Guidelines as specified, on behalf of the City.