



MEMORANDUM

To: Mayor and City Council

From: Brad Reid, Director of Parks and Recreation

Date: March 24, 2015

Reference: Presentation regarding potential sponsorships of City Special Events

2030: Sense of Community - Successful Community Events / Festivals

Introduction:

The Coppel Parks and Recreation Department provides a wide array of fun and educational events and programs, creating opportunities for connections through fun and recreation. A primary method of creating these connections is through the numerous special events offered regularly on an annual basis, bringing together residents with other residents and businesses alike. To further enhance the experience of our businesses becoming involved in the special events and increase community awareness of their services, it is suggested that a more formal sponsorship experience be offered.

Analysis:

The recommendation is to offer local businesses choices among the many events to sponsor, along with a sponsorship level for each event. By formalizing local business participation in sponsorship of the City's events, the business would know exactly what they would receive in return for their investment. A formalized sponsorship package was created and presented to local businesses several years ago but business involvement did not significantly increase. The thought is that Coppel now has a number of new businesses that seem to be more interested in becoming community partners. Evidence of this is reflected in the numbers of local businesses that are now approaching staff about how to be more involved. Certainly there is a significant advantage to companies that become involved in their local communities by connecting with a large number of residents who they may not otherwise reach. The obvious benefit to the city is that event sponsorship by our businesses creates connections where they were not, offsets the cost of creating these opportunities for connections and allows the city to show its efforts in working with local businesses to have an extra hand in building community.

Staff will be on hand at the Work Session to present and discuss these ideas.

Legal Review:

Agenda item did not require legal review.

Fiscal Impact:

There is no fiscal impact for this agenda item.

Recommendation:

This is an informational item only. No action by the City Council is necessary.