



**FINANCE, ORGANIZATION AND
PERSONNEL COMMITTEE
AGENDA**

Council Chambers A
March 24, 2016
6:30 PM

City of Keene
New Hampshire

Mitchell H. Greenwald
Carl B. Jacobs
Terry M. Clark
Thomas F. Powers
Jay V. Kahn

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- | | |
|---------------|---|
| 1. MEMORANDUM | Parks, Recreation and Facilities Director –
Sponsorship Policy |
| 2. ORDINANCE | O-2016-06: Charter Employee Evaluations |
| 3. RESOLUTION | R-2016-07: Library Project - Tax Increment
Financing District |

MORE TIME ITEMS:

- A. Relinquishment of Easement to Parking Spaces on Railroad Property on Behalf of
Monadnock Food Co-op

Possible Non-Public Session

City of Keene
New Hampshire

Date: March 18, 2016
To: Finance, Organization and Personnel Committee
Through: Med Kopczynski, City Manager
From: Andy Bohannon, Parks, Recreation & Facilities Director
Subject: Sponsorship policy

AB

Recommendation:

Accept as informational.

Background:

The Parks, Recreation and Facilities Department on occasion seeks sponsors for various events and programs, but does not have a policy that outlines various opportunities for such events. An internal policy would create the ability to seek alternative revenue sources to meet the department's mission.

In 2012, this idea was highlighted in the Active and Passive Recreation Management Plan as key issue #8: Implement Cost Recovery Methodology and Service Assessment. Through this key issue, the recommendation (#15) was to determine alternative funding sources to support core services.

This policy will allow the department to strengthen the connection with the non-profit and for profit community and promote a sustainable future for programs and services. The department has followed and utilized the City donation policy for past practices, and will continue to do so. In addition, the model for creating a sponsorship policy aligns itself with the Building a Spirit of Place program.

As a current example, through the policy, the department would be able to create a program for signage in various parks at athletic fields for sponsors to be recognized for their contributions to a given program. For example, if an organization looks to provide a banner in Wheelock Park at Durling Field, the revenue generated for the facility would then provide a revenue source for future improvements for the field or park. As the facilities age and additional work needs to be completed above and beyond routine maintenance, this structure would provide flexibility for minor improvements to occur without impacting the operating budget.

Sponsorship Policy

Contents

Policy

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- 11.0 Sample of "Level of Sponsorship Benefits"



Policy

It is the policy of City of Keene to pursue sponsorships and advertisements from both non-profit and for-profit entities for its Parks, Recreation and Facilities Department programs, events and projects in order to obtain supplemental financial, in-kind, and technical assistance in an effort to enhance and sustain the City's park and recreation system. All such sponsorships must comply with the guidelines and procedures set forth in this policy.

1.0 Definitions

1.1 Advertising. Advertising is the signage or graphic element created by the Sponsor (usually placed in a designated space) to promote a product or organization. Permanent advertising is not allowed in parks, athletic fields or other outdoor facilities owned and managed by the City. Advertising may be considered in indoor venues such as recreation centers and gyms in limited quantities. Advertisements are also allowed in the Department's printed materials and electronic publications.

1.2 Department. The Department, as referenced throughout this document, shall refer to the City of Keene Parks, Recreation & Facilities Department.

1.3 Director. The Director, as referenced throughout this document, shall refer to the Director of Parks, Recreation & Facilities for the City of Keene.

1.4 Events. Events are one-time activities for the public organized by the Department and held on City property that generally last less than a week (e.g. Kickball Tournament).

1.5 Marketing Benefits. Marketing benefits consist of opportunities given to the for-profit or nonprofit sponsor to have their branding, their products, their name and logo given temporary visibility on City

property or materials. The details of such opportunities are specific to each sponsorship, covered by the sponsorship agreement, and must meet Department policies.

1.6 Programs. Programs are on-going, organized activities led by the Department for the public and generally involve staff supervision (e.g. Summer Camps and after school programs).

1.7 Projects. Projects are one-time Department efforts, often with a product as the end result (e.g. Playground equipment replacement).

1.8 Sites. Sites are specific places, varying in scale from individual features or areas to entire parks or recreation centers, and even to an entire system, such as all of the City playgrounds.

1.9 Sponsor is a for-profit or non-profit entity which has entered into a Sponsorship Agreement with the Department.

1.9 Sponsorship. Sponsorship is financial or in-kind support from a Sponsor for a specific program, event, or project which mutually benefits the City and the Sponsor as outlined in a Sponsorship Agreement with the Department.

1.10 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a Department event or on peripheral materials associated with an event or program or project (e.g. Banner displayed during the course of a construction project or give-a-ways at an event).

2.0 Purpose

This policy and its guidelines and procedures are intended to guide Department staff responsible for sponsorship business agreements and to help potential sponsors understand the opportunities and constraints of a parks and recreation sponsorship.

3.0 Background

The Department and the Keene community pride themselves on their extensive park and recreation system. That is evident in the decades of generous support shown by Keene's business and non-profit community, and generous contributions from the public. Today, financial and in-kind support is even more critical as the investment needed to sustain and improve the parks, facilities, and programs continues to increase. Like other park and recreation departments across the nation, the Department is pursuing more sophisticated partnerships with the for-profit and non-profit sectors, in the form of event, program, project, and site sponsorship agreements, together with advertising opportunities. These mutually beneficial agreements provide an important marketing tool, and an opportunity to align with the Department's public mission. The Department is then able to build new and exciting programs and improve public spaces while sustaining the park and recreation system.

Mission: The Department seeks to provide the citizens of Keene with municipal facilities that are safe, clean and efficiently operating. The Department also seeks to provide a set of leisure activities and park facilities that are current and varied, and respond to the wants of the general public. The Department

additionally strives to maintain municipal burial grounds and the associated services at a continued high level.

Vision: Our community works together to provide for life-long opportunities for active living and wise stewardship of natural resources. Keene has beautiful, well-maintained parks and cemeteries, a citizenry that incorporates physical activity into their daily lives, and a connected system of open space, parks and trails.

4.0 Authority

The management, operation and control of all facilities owned by the City for park and recreational purposes are under the control of the Department and its Director. Any Sponsorship Agreement shall require prior written approval from the Director.

4.1 Displays by outside organizations

Any marketing materials displayed on City property (e.g. banners, etc.) by outside organizations must have prior approval by the Department which retains authority to regulate the placement, length of time, and nature of all displayed materials.

5.0 Sponsorship Categories

5.1 Sponsorships are appropriate for four broad types of Department activities and places:

Event Sponsorship. Event sponsorship is the financial or in-kind support for a Department organized event on City managed property. An event includes a one-time occasion (e.g. trail race, community work project, etc.) and usually lasts less than a week. Sponsors may be recognized vis-à-vis anything relating to the event. Depending upon the details of the agreement, the sponsor's name may be directly associated with the event (e.g. "title" sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

Project Sponsorship. Project sponsorship is financial or in-kind support of a specific Department project which is usually a one-time effort. Results often include a product being developed for the Department and for the public (e.g. Department facility map, playground project, etc.). Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product and other marketing opportunities are available.

Program Sponsorship. Program sponsorship is financial or in-kind support of a Department led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school programs, or summer playgrounds) organized by the Department. Recognition of the sponsor may continue throughout and even after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program (e.g. "Johnson's Safety First Program") and other marketing opportunities are available.

Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific Department place or feature (e.g. a new picnic pavilion, etc.). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

6.0 Materials Displayed by Third Parties

Community sports teams. These sponsorship policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, any other public display or advertisement shall be facilitated and approved by the Department.

Support Organizations. A number of organizations have formed in order to help support the Department and to advocate for specific amenities (e.g. Friends of Ashuelot River Park). These types of groups often implement their own sponsorship, gift, and naming efforts which the Department does not seek to regulate. However, any other public display or advertisement shall be facilitated and approved by the Department.

7.0 Guidelines for Accepting Sponsorships and Advertising

7.1 The Department welcomes sponsorships and advertising as an opportunity to enhance services as long as the sponsorship or advertisement is consistent with Department policies and regulations; respects the physical beauty of public spaces; and reaffirms the Department's mission and core services. In considering any proposal for sponsorship of a Department activity or place by an entity Sponsor, the following questions will be considered by the Department:

- a) Are the products, services, and marketing goals compatible with the Department's mission, values, and policies?
- b) Does the proposed sponsorship enhance current priorities, programs, and core services of the Department?
- c) Do the conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) compromise the design standards, visual integrity of our parks and recreation facilities or the experience of users?
- d) Does the sponsorship require the Department to commit additional operating and maintenance responsibilities and costs?
- e) Are the tangible and in-tangible benefits balanced for both the sponsor and the Department?
- f) Would the sponsorship create a conflict of interest for the Department?
- g) What is the entity's past record on community involvement with Keene community projects and agencies?

7.2 Products and businesses generally ineligible for sponsorships include: the sale of drugs, alcohol, tobacco, or sexually explicit materials; the promotion of gambling related activities.

7.3 In an effort for the Department to support local non-profits and businesses, local organizations will be given preference in regards to sponsorship and advertising opportunities.

8.0 Marketing Benefits and Recognition Guidelines

8.1 Marketing benefits for the Sponsor are negotiated and detailed in each specific Sponsorship Agreement. The Department usually will offer a choice of sponsorship levels, with appropriate benefits associated with each level. Guidelines include:

- a) All sponsorship marketing materials, including but not limited to banners, signs, brochures, cards, signs, posters and newsletters, labels on products such as t-shirts, must be preapproved by the Department for compliance with paragraph 7.2.
- b) An unlimited number of sponsorship recognition and logos printed on “walk-away” products (e.g. t-shirts, water bottles) is acceptable. The visual impact will be considered by the Department to help assure sponsor recognition.
- c) The Department must approve the use of the Department’s logo by the Sponsor in their own business publications. All logo use must be associated with the specific program or sponsorship. Use of the City seal will require the City Clerk’s approval.

9.0 Procedures

9.1 Sponsorships are arranged primarily through two processes: a) self-initiated by the potential Sponsor or; b) initiated by the Department through a formal or informal “RFS” (Request for Sponsors) process.

9.2 Interested Sponsors are encouraged to contact the Department at any time to discuss a potential sponsorship.

9.3 If initiated by the potential Sponsor, the procedure is:

- a) Meeting with assigned Department staff.
- b) Sponsorship Agreement drafted, with levels of sponsorship, benefits to the Department, and program details evaluated. Sponsorship Agreement draft evaluated against policies.
- c) Approval by the Director.
- d) Sponsorship Agreement execution.

9.4 At times, the Department will issue requests for sponsorship (RFS) through various media, such as direct mail, website, or publications. A pre-application meeting may be scheduled. All interested Sponsors who meet the policy requirements set forth will be afforded a sponsorship opportunity.

However, in the event of limited availability, the decision will be made by the Department in a manner that best supports this Policy and the activity subject to the sponsorship.

10.0 Terms of Agreement

10.1 Determining sponsorship costs and values will be a mixture of “value based” system (e.g. based upon the value of the tangible and intangible marketing and brand benefits to the sponsor) and a “cost-based” system, where the goal is to recover at least the actual costs of an event, program, project, or site operations.

10.2 Sponsorship Agreements should include the following at a minimum:

- a) Clear statement of how the Department is improving services through this funding and how the sponsorship supports the mission and vision of the Department.
- b) The financial value, benefits associated, costs of the sponsorship, including any exclusivity or other hierarchy of benefits.
- c) Type and time limit for each sponsorship.
- d) Clear statement of the Department’s and the sponsor’s responsibilities and roles.
- e) Specific plan for marketing and branding opportunities-- display, type, location, size, design, content and duration.
- f) Term and termination provisions.

11.0 Sample of “Level of Sponsorship Benefits”

Each sponsorship is negotiated and tailored to the particular program, event, project, and site, and to the Sponsor themselves. However, a hierarchy of benefits is associated with different levels of sponsorship, often providing more branding visibility and exclusivity with the higher levels of support. The following hierarchy illustrates the types of benefits that are possible and could be provided by the Department:

Lowest sponsorship level may include:

- Banners/“walk-aways” (e.g. bottles, etc.) at an event with Sponsor name or logo
- Sponsorship recognition (without logo) in Department publications
- Sponsorship mention in media releases
- Right to promote the partnership through corporate publications and marketing
- Recognition at the event

Mid-level sponsorships may include the above plus:

Updated March 18, 2016

- Sponsor logo included in publications/website
- Additional Department benefits (memberships to recreation centers; use of Department building, etc.)
- Right to make promotional offers to the public and City employees
- Right to use City property for product sampling

High-level sponsorships may include the above plus:

- Designation as an “official”, “exclusive”, or “title sponsor” for a given event, project, etc.
- Title sponsorship of an event
- Naming rights for a program
- Exclusivity of category for event/program
- Sponsor visibility in public parks and facilities (small signs, ball field fences and row banners with logos)

APPROVED AND ADOPTED:



CITY OF KEENE

O-2016-06

In the Year of Our Lord Two Thousand andSixteen.....

AN ORDINANCE Relating to Charter Officers – Performance Evaluations

Be it ordained by the City Council of the City of Keene, as follows:

That the Ordinances of the City of Keene, as amended, are hereby further amended by deleting the stricken text in paragraph (b) in Sec. 2-231 – City Council Appointments' Salary Schedule of Division 6 – Compensation in Chapter 2 entitled "Administration":

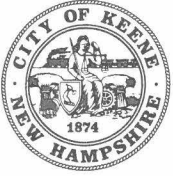
Sec. 2-231. - City council appointments' salary schedule.

~~(b) — Performance review and consideration of salary level increases are to be conducted in March of each year.~~ Performance reviews are to be conducted within one month of the anniversary date of the city council appointee.

Kendall W. Lane, Mayor

In City Council March 17, 2016.
Referred to the Finance, Organization and
Personnel Committee.

City Clerk



CITY OF KEENE

R-2016-07

In the Year of Our Lord Two Thousand and Sixteen

A RESOLUTION Further Modifying the District Boundaries of the Wells Street Parking Structure and Infrastructure Improvements Tax Increment Financing District

Resolved by the City Council of the City of Keene, as follows:

WHEREAS, the City Council of the City of Keene adopted the provisions of RSA 162-K:1, Local Option for Tax Increment Financing District as per Resolution R-82-59, passed by the City Council on December 16, 1982; and

WHEREAS, the City Council established the Wells Street Parking Structure and Infrastructure Improvements Tax Increment Financing District on September 4, 1997, through the adoption of Resolution R-97-20-A; and

WHEREAS, the City Council adopted the Downtown Master Plan on May 17, 1990, updated in 1993, which identified the need for downtown parking as important to the continued vitality and attractiveness of the downtown area, and which plan became a basis for the adoption of the Wells Street Parking Structure and Infrastructure Improvement Financing District; and

WHEREAS, the City Council modified the boundaries of the district through the adoption of Resolution R-2008-05, on March 20, 2008, to further the implementation of the 2003 Community Goals and the development of the former downtown Railroad Land; and

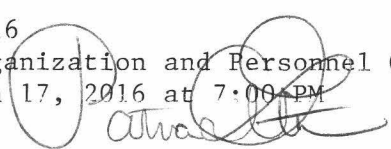
WHEREAS, the City Council has endorsed the Keene Comprehensive Master Plan adopted by the City of Keene Planning Board on September 13, 2010, which recognizes the importance of adequate parking, including parking structures, to the economic wellbeing of the community, including specifically the downtown area; and

WHEREAS, the City Council on February 3, 2011, accepted the Downtown Parking Analysis Final Report dated November 10, 2010, which identified the need for additional downtown parking based upon anticipated development in the downtown area, including the construction of a new City of Keene Central Fire Station; and

WHEREAS, the City Council further modified the boundaries of the district through the adoption of Resolution R-2011-08, on June 16, 2011, which recognized that certain public infrastructure improvements, including an additional parking structure to be located in the downtown area on or near Elm Street, are necessary and serve a public purpose by providing additional parking to the downtown area in order to further the vitality of the downtown and tax base growth; and

In City Council March 3, 2016
Referred to the Finance, Organization and Personnel Committee.
Public hearing set for March 17, 2016 at 7:00 PM

PASSED


City Clerk

WHEREAS, the City Council further modified the boundaries of the district through the adoption of Resolution R-2012-03, on March 15, 2012, which recognized that, in order to protect and preserve the economic vitality of the Central Business District, it was necessary for the district to encompass the property upon which the new County Courthouse was to be constructed to facilitate the private/public investment necessary to complete the courthouse project; and

WHEREAS, the City Council finds that it is in the public interest to support the renovation and expansion of the Thayer Library and adjacent Library Annex located in the Central Business District to form a new Library Complex; and

WHEREAS, the City Council finds that the issuance of general obligation bonds, issued for the purposes as outlined in the Wells Street Parking Structure and Infrastructure Improvements development plan, as amended, provides a general public use and fulfills a public purpose; and

WHEREAS, the City Council finds that the financing of a portion of the Library Complex in the downtown area is consistent with the Comprehensive Master Plan's recognition that Keene's downtown is the heart of the region, providing all residents access to local, county and State services, and that institutional uses of the downtown play an increasingly important role in the economic vibrancy of the downtown and should be supported; and

WHEREAS, the City Council supports the use of New Market Tax Credits to help fund the project, which will require the transfer of the Library Annex to a limited liability company for the seven (7) year tax credit recapture period; and

WHEREAS, the City Council supports the concept of the City of Keene being named as the Master Tenant of the Library Annex to facilitate the flow of funding into and out of the property for the payment of rent, property taxes, bond interest, fees, and expenses.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the purpose of the Wells Street Parking Structure and Infrastructure Improvements Tax Increment Financing District development program and tax increment financing plan modification is to do all things necessary to contribute to the cost of design, permitting, and construction of an expanded Library Complex, including public infrastructure improvements related to said project.

BE IT FURTHER RESOLVED, that in furtherance of municipal economic development and revitalization in the downtown area within and adjacent to the Wells Street Parking Structure and Infrastructure Improvements Tax Increment Financing District, the financing plan is modified to include the financing of the Library Complex as well as any other related public infrastructure improvements.

BE IT HEREBY FURTHER RESOLVED that the Wells Street Parking Structure and Infrastructure Improvements Tax Increment Financing District financing plan be modified to allow the capture of any tax increment created within the district to be used to satisfy the Lease Payment to be paid to the owner of the Library Annex for the seven (7) year tax credit recapture time period, and any new bonds contemplated in this modification, in addition to all purposes already set forth in Resolution R-97-20-A, Resolution R-2008-05, Resolution R-2011-08, and Resolution R-2012-03, and to further modify the district by inclusion of the attached financing plan, and that the Wells Street Parking Structure and Infrastructure Improvements Tax Increment Financing District, as modified, is hereby adopted in its entirety by the City Council of the City of Keene.

Kendall W. Lane, Mayor