



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

FROM: Kirk W. Kincannon, Director

DATE: October 16, 2014

Agenda

Committee of the Whole
Wednesday, October 22, 2014 – 8 p.m.
(or immediately following the Board meeting)
Boardroom – Herrity Building
Chairman: William G. Bouie
Vice Chair: Ken Quincy

1. Fairfax County Park Authority Sponsorship Policy – Discussion*
2. Park Authority Fiscal Year 2016 Capital Improvement Program Presentation to the County Executive – Discussion*

*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

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DISCUSSION (with Presentation)

Fairfax County Park Authority Sponsorship Policy

The evaluation and review of establishing a formal FCPA Sponsorship Program has had many starts and stops over the last six years. Although without a formalized program, small-scale sponsorship activities have continued and grown within the agency and the Park Foundation. Under the Expand Alternatives Resources Objective in the 2014 – 2018 Strategic Plan, the need to develop sponsorship and advertising program is identified specifically to help in securing non-traditional funding sources and in-kind services that supplement and further enhance the Park Authority programs, services facilities and mission. To assist with formalizing a Sponsorship Program, a draft policy has been developed (Attachment I, Draft Sponsorship Policy) for the board's review and comment. Director Kincannon has had experience in this area and has noted developing a sponsorship program as a priority in the FY15 Strategic Plan implementation.

To provide some background and context staff will briefly present to the committee:

- A summary of the central findings and recommendations from the original Octagon/CEG study presented to the PAB in January 2011;
- Conclusions from the subsequent FCPA Corporate Sponsorship Survey investigating public attitudes about corporate sponsorship of FCPA facilities and programs conducted in cooperation with researchers at Penn State and the University of New Hampshire in 2012.

In addition staff will:

- Review the highlights of the draft policy to gain input on concerns, expectations and boundaries;
- Review outstanding issues related to a Sponsorship Program implementation with the goal to gain committee consensus in identifying next steps.

ENCLOSED DOCUMENTS:

Attachment 1: Draft Sponsorship Policy

STAFF:

Kirk Kincannon, Director

Cindy Messinger, Deputy Director/CFO

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Sara Baldwin, Deputy Director/COO
Bobbi Longworth, Executive Director, Park Foundation
Nick Duray, Marketing Services Manager, Park Services

	<h2>FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL</h2>
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Policy 0T	Title: Sponsorship	DRAFT
Date Approved: 0T	Last reviewed: 0T	
Objective:		

Purpose: To establish guidelines that governs the approval of sponsorship agreements involving Park Authority assets.

Policy Statement: It is the policy of the Park Authority to actively seek sponsorships from corporations, nonprofit organizations and other entities for its events, programs, facilities, parks and planned facility improvements. The purpose of such sponsorships is to create mutually beneficial partnerships that help the Park Authority to achieve the following objectives:

1. generate revenue streams to support the Park Authority in furthering its mission;
2. expand or improve Park Authority service delivery;
3. encourage and enhance the public's use and enjoyment of the FCPA system;
4. establish partnerships which promote and elevate the Park Authority's brand and create relevant, authentic and compelling associations.

Distinction between Sponsorships and Donations or Partnerships

There is a difference between a sponsorship and a donation or partnership. A sponsorship is a mutually beneficial business exchange between the Park Authority and the sponsoring entity whereby the sponsor contributes cash or in-kind products and services in exchange for benefits of commensurate value that help it achieve marketing objectives. Donations may be designated for a purpose, but are without detailed restrictions or expected benefits in exchange for the gifting of financial or in-kind resources. Partnerships may confer a benefit on the partnering entity, but do not aid in achieving marketing objectives. This policy relates only to sponsorship and not to other fundraising or partnership activities, which are addressed by Policy 511 Fundraising and Policy 105 Partnerships respectively.

General Guidelines for Sponsorships

Acceptable sponsorships must meet the following criteria.

1. All sponsorships must be compatible with the Park Authority mission.



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2. Sponsorship benefits shall not overly commercialize the park environment and shall be sensitive to design standards, facility aesthetics and visitor experience in the setting in which they are placed.
3. Sponsorships benefits provided by the Park Authority shall be commensurate with the value of sponsorship benefits received.
4. Sponsorships cannot be made conditional on Park Authority performance outcomes.

The following types of sponsors are not acceptable.

1. Political candidates, political parties or other entities whose primary purpose in engaging in sponsorship is non-commercial speech.
2. Tobacco products.
3. Alcoholic beverages, except where approved by the Park Authority Board.
4. Sexually explicit materials or businesses and other goods/businesses/services deemed inappropriate for promotion to a family audience.
5. Entities that practice or promote discrimination on the basis of race, color, national origin, sex, age or disability.
6. Any other sponsor deemed to be in violation of the best interests of the Park Authority or any other agency/department of Fairfax County Government.

General Provisions for Sponsor Recognition

1. The Park Authority retains final approval over the placement, content, appearance, and wording of all benefits provided to sponsors. Any physical form of on-site recognition will be done in a way that minimizes impacts on the park user's experience and park operations.
2. The Park Authority must approve the use of its logos and all other marketing associations by sponsors for their use. All such uses by the sponsor must be associated with the specific sponsorship and are prohibited for any other use.
3. Sponsorship does not imply endorsement of the sponsor or its goods or services by the Park Authority.



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4. A sponsorship agreement shall not confer on any sponsoring entity an enforceable right, entitlement, or other property interest of any sort relating to the use, possession or control of any Park Authority assets, except as to a limited and non-exclusive right to use Park Authority logos/marketing associations or other intellectual property which may be authorized in the sponsorship agreement.
5. A sponsorship agreement shall not confer on any sponsoring entity the power to direct or control management and operation of any Park Authority facility or program or otherwise limit the discretion to operate a Park Authority facility or program in a manner that comports with applicable laws, best practices or the Park Authority's best interests.

Administration and Approval

The process for obtaining sponsorships shall be administered by the Fairfax County Park Foundation in coordination with Park Authority staff. The Park Foundation is authorized to enter into negotiation with prospective sponsors for park assets deemed eligible by agreement of the Park Authority and Park Foundation.

Sponsorships shall require an approved sponsorship agreement that contains the following:

1. Details of the exchange of benefits, including a description of all fees, products, services, in-kind services or other benefits provided to the Park Authority by the sponsor, and all marketing rights and benefits provided by the Park Authority to the sponsor.
2. Term of the agreement and termination provisions.
3. Signatures by authorized representatives of the Park Authority and the sponsor.

The level of approval required for sponsorship agreements is based on the amount and complexity of benefits exchanged. Park Authority Board approval is required for sponsorships in which the Park Authority receives benefits valued at \$100,000 or greater. Sponsorships with a value under \$100,000 are approved by the Park Authority Director or designee.



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Naming Rights

Temporary naming rights may be conferred as a sponsorship benefit for events, programs, parks, buildings (existing or planned) or facilities (existing or planned). Naming rights granted for events or programs are a short-term benefit, existing only for the duration of the program, while naming rights for parks, buildings or facilities are of longer duration. This section of the policy provides the following additional guidance for temporary naming rights granted as a sponsorship benefit for parks, buildings or facilities.

1. A temporary naming right may be granted for parks, buildings or facilities provided the fiscal benefit derived by the Park Authority is commensurate with the value of the specific park asset involved.
2. All naming rights agreements for parks, buildings or facilities must be approved by the Park Authority Board.
3. The duration of temporary naming rights for parks, buildings or facilities shall not be less than five years, nor exceed 10 years.
4. Names assigned to parks, buildings or facilities under a temporary naming right agreement should normally be the shortest name possible, and should incorporate the current Park Authority recorded name.

Terminating Sponsorships

The Park Authority reserves the right to terminate an existing sponsorship agreement should conditions arise during the term of the sponsorship that result in it conflicting with this policy or if that sponsorship no longer supports the best interests of the Park Authority. A decision to terminate shall be made by the Director or the Park Authority Board in accordance with the approval levels described in this policy.

References:

Policy 105 Partnerships
Policy 511 Fundraising

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INFORMATION (with presentation)

Park Authority Fiscal Year 2016 Capital Improvement Program Presentation to the County Executive

The County Executive, Edward L. Long Jr., has requested that certain agencies including the Park Authority present their capital project priorities to him during the month of October 2014 as part of development of the FY16 Fairfax County Capital Improvement Program (CIP). The County Executive is interested in hearing about the Park Authority's CIP and working together to develop a plan for the future to address our CIP requirements. Staff is scheduled to meet with the County Executive on October 24, 2014.

Staff will share the PowerPoint presentation with the Committee that will be presented to the County Executive regarding Park Authority capital needs.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Director

Cindy Messinger, Deputy Director/CFO

Sara Baldwin, Deputy Director/COO

David R. Bowden, Director, Planning and Development Division

Todd Johnson, Director, Park Operations Division

Sandy Stallman, Manager, Park Planning Branch

Janet Burns, Senior Fiscal Administrator, Financial Management Branch

Michael Baird, Manager, Capital and Fiscal Services

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