Legislation Details (With Text)

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Type:	Resolution / Regular Agenda	**Status:**	Passed
File created:	8/2/2018	**In control:**	City Commission
On agenda:	9/11/2018	**Final action:**	9/11/2018
Title:	A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND ACCEPTING THE CITY'S SPONSORSHIP POLICY FOR CITY FACILITIES; PROVIDING AN EFFECTIVE DATE. (Fiscal Impact: N/A)		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. CA Memo 2018-964, 2. Resolution 2018-254, 3. sponsorshipmemo, 4. SponsorshippolicyExhibit A, 5. Valuation&MktgStrategy-Exhibit B		

Date	Ver.	Action By	Action	Result
9/11/2018	1	City Commission	ADOPTED	Pass

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND ACCEPTING THE CITY'S SPONSORSHIP POLICY FOR CITY FACILITIES; PROVIDING AN EFFECTIVE DATE.
(Fiscal Impact: N/A)

(**Staff Contact:** Suzette Sibble)

Summary Explanation/Background:
In April 2017, the City issued a solicitation (RFP No. L-28-17), Development & Implementation of a Citywide Corporate Marketing & Sponsorship Program. The selection committee selected The Superlative Group, Inc. (Superlative) to serve as the City's partner in exploring this initiative, a national firm that has been working on similar initiatives for over twenty (20) years, specifically specializing in working with municipalities and other local governments. The City Commission subsequently approved, on July 11, 2017, Phase 1 contract with Superlative, which
encompassed the following scope of services:

1. Development of a Marketing Asset Inventory and Valuation report, including an estimate of the potential sponsorship financial value;
2. Development of a proposed Comprehensive Sponsorship Policy; and
3. Development of a Strategic Plan for Marketing Assets, inclusive of a detailed plan to maximize the corporate sponsorship potential for the City.

This agenda item requests the City Commission's approval of a Sponsorship Policy which will set forth the standards, guidelines and approval criteria for solicitation, consideration and acceptance of sponsorships in the future. Please refer to attached memorandum for further discussion.

Origin of request for this action: City Manager's Office
Fiscal impact and source of funding: N/A

Strategic Plan Initiative

Quality and Affordable City Services