



**Committee Members:**

Chairperson – Wright, Chris x  
Wheatley-Billeter, Martha Lou A  
Traver, Susan x  
Santorsola, Jim A  
Quigley, Jim x

Alternate – Cameron, Randy A

Also Present: Park Board – Ross Kelley and Gary Lawton  
Staff – Craig Butz, Nancy Goodspeed, Rebecca Madany, Mike Aho, Carl Strong, and  
Leesa Van Zandt

**Recreation Committee of the Spokane Park Board  
Thursday, June 2, 2011 – 3:30 p.m.  
City Hall, City Conference Room 2B  
Craig Butz – Recreation/Entertainment Division Manager**

**Summary**

- \_\_Discussion was had regarding the proposed revisions to the 2011 Athletic Field Use Policy.
- \_\_Discussion was had regarding the proposed revisions to the Sponsorship, Donations, and Naming Opportunities Policy.
- \_\_A Revenue/Expense report (Recreation Programs as of May 2011) was distributed and discussed.
- The Recreation Roadmap to the Future Plan was distributed and discussed.
- \_\_A Marketing Survey was reviewed for Public Input on Promotional Ideas.
- \_\_A brief update was given that all of the Community/Senior Centers are operating under current contracts with the Parks and Recreation Department.

## Minutes

The meeting was called to order at 3:34 p.m. by Chairperson, Chris Wright.

### Action Items:

No Action Items.

### Discussion Items:

1. 2011 Athletic Field Use Policy Revisions.  
Staff is working with the Legal Department on policy 'format' changes to the approved Athletic Field Allocations Policy and at the same time has generated a list of revision recommendations based on this year's experience and User Group input. The following are a summary of those proposed changes: (1) adding a provision to allocate fields to tournaments; (2) adding "past successful historical use" as an additional filter within each priority category; (3) listing each athletic field's "primary use" (e.g. 1<sup>st</sup> soccer; 2<sup>nd</sup> football, etc) as an additional filter within each priority category; and providing a clearer process relative to scheduling or re-scheduling fields once the annual field allocation process has been completed. One additional suggestion was to look at limiting tournament use to a certain percentage of field allocations. Staff will continue working on the proposed changes to present at the next Recreation Committee Meeting. In conjunction, staff will help coordinate the formation of a 'field allocation advisory group' with User Group representatives to seek their input relative to next year's field allocations. Staff will also be working on 2012 athletic field use fee recommendations.
2. Sponsorship, Donations, Naming Opportunities Policy.  
The committee was given a first look at a proposed new policy that would combine and replace three adopted policies covering sponsorships, donations and naming policies. A new policy would enable Parks and Recreation to seek sponsorships and donations under a controlled but less restrictive set of criteria compared to the current policies. Staff at the supervisory level has researched policies and has modeled much of the current draft after Portland, Oregon's policy. The policy will have a companion donation/gift 'catalogue' of select Park and Recreation equipment and other amenities for which a donor may select to designate their contribution. It was suggested to cross reference the recently-adopted nondiscrimination policy in Section 6.5.7 (b).

### Standing Report items:

1. A Revenue/Expense report (Recreation Programs as of May 2011) was prepared by Rebecca Madany and presented. Recreation was at approximately 40% of its cost recovery this time last year. We are up this year at approximately 46% of our cost recovery. Weather has played a significant role in our revenue being down overall. It was suggested that a

per field change fee, as opposed to a per reservation change, be adopted by the Department to increase revenue.

2. Roadmap to the Future Action Items –Mike Aho presented a proposed recreation activity cost/revenue pricing worksheet which was discussed and reviewed by the Committee. The worksheet will allow staff to input all direct/indirect costs and set fees for each activity. The document will help achieve a pricing methodology that is an action item under the Roadmap to the Future plan.
3. Promotion Ideas- Mike Aho presented a marketing survey that Recreation has emailed out to Recreation Users to see what the public is looking for in courses offered by Recreation.
4. Community/Senior Centers Update- All of the community and senior center contracts have been executed and submitted to the Clerk's Office.

Meeting adjourned at 5:09 p.m.

The next regularly scheduled meeting is July 7, 2011, at 3:30 p.m. in the City Hall Conference Room 2B.

# Approved SPRD Athletic Field Allocation Policies with recommended changes for 2012

## Approved Athletic Field Policies:

### 1. Field Allocation Priorities:

- a. Tournaments are allocated first. (National, Regional, State, and local tournaments in that order).
- b. SPRD recreational programs. ...These programs will primarily be general adult and youth recreation sport programs and niche adult or youth recreational sports programs. [Niche programs are programs that are not currently or historically offered in the community and it is the intention of SPRD to fill these programming voids when applicable], Will be placed under definitions
- c. In accordance with established joint facility usage agreements with the Spokane Public Schools, school programs may supersede other organizations' facility requests on many fields.
- d. Recreational youth athletic programs--no participants get "cut"
- e. Adult recreation athletic programs--no participants get "cut"
- f. Select youth athletic programs--participation is by invitation or through a 'try-out' process.
- g. Select adult athletic programs--participation is by invitation or through a 'try-out' process
- h. Independent, sponsored youth or adult athletic programs.
- i. USER GROUPS with past successful historical use. This priority will be applied to each organization's field use requests per priorities a- h. above [Past successful historical use refers to USER GROUPS that have been allocated fields or facilities, or collaborated with SPRD on athletic programs and have successfully followed field use policies and procedures, this statement will be placed under 'Definitions']
- j. New USER GROUPS.

2. Field use requests associated with an athletic activity other than the designated **primary use** of that particular field will be considered based upon field availability.

### Primary field uses will be listed in priority for each SPRD athletic field

- Merkel Softball
- Merkel Soccer
- Franklin Softball
- Southeast Sports Complex
- A.M Cannon Softball
- Harmon Park Softball
- New youth baseball fields

[will have each of those fields with priorities for next draft.]

Deleted: Merkel Sports Guidelines...as approved by the Park Board - April, 2010 ... [1]

Deleted: Dwight Merkel Sports Complex

Formatted: Bullets and Numbering

Deleted: All ... take precedence...on Merkel Sports Complex locations... These ... [2]

Formatted: Font: Italic, Highlight

Deleted: .

Formatted: ... [3]

Deleted: <#>USER GROUP with past historical use follows in priority and in order of priorities listed in items d. through h. below. New USER GROUP'S requests will be dealt with on an individual basis.

Deleted: GROUP... historical ... [4]

Deleted: follows in priority and in order of priorities listed in items d. through h. below.

Formatted: Font: Italic, Highlight

Deleted: H

Formatted: Font: Italic, Highlight

Deleted: groups

Formatted: ... [5]

Deleted: reserved program

Formatted: Font: Italic

Deleted: space

Formatted: Font: Italic, Highlight

Deleted: on

Formatted: ... [6]

Deleted: with the City of Spokane

Formatted: ... [7]

Deleted: .

Formatted: Font: Italic

Deleted: '... requests will be dealt with on an individual basis ... [8]

Deleted: Primary Uses: Uses are...order of priority per...fa ... [9]

Deleted: Ball Fields 1-5:

Formatted: Font: Italic, Highlight

Deleted: Adult Softball ¶  
<#>Youth/High-School Softball ¶  
<#>Youth Baseball ¶  
¶  
Field 6: (under construction)¶  
<#>Youth baseball ¶ ... [10]

Formatted: ... [11]

3. SPRD has sole discretion to assign and schedule all fields and shall have the authority to approve or deny specific requests as well as reassign fields due to extenuating circumstances.

4. USER GROUPS must meet requirements as outlined within this document.

5. SPRD will allocate the majority of fields to USER GROUPS that offer the broadest opportunity for participation to the citizens of Spokane.

Deleted: user groups

6. Number of field units assigned to USER GROUPS will be based on:

a. Priority outline

b. Number of participants within sport-specific USER GROUPS

c. Total number of requests received

d. Field availability

Deleted: user groups

Deleted: .

Deleted: .

7. Field Scheduling Process

Formatted

a. Once the initial field allocation process is completed and USER GROUPS have been allocated fields per the above priorities, additional field requests will be allocated on a first come/first serve basis regardless of USER GROUPS allocation priority.

Deleted: groups

Deleted: all fields are

Deleted:

b. For cancellations or changes due to weather the field scheduler will work with existing USER GROUPS to reschedule field time before allocating to any new or existing USER GROUPS not offering the broadest opportunity for participation to the citizens of Spokane

Deleted: e

Deleted: where a particular group originally was placed on the

Deleted: scale

Deleted: groups

Deleted: working with new or out of city groups.



CITY OF SPOKANE PARKS AND RECREATION DEPARTMENT ADMINISTRATIVE POLICY AND PROCEDURE	ADMIN
TITLE: <b>SPONSORSHIPS, DONATIONS, NAMING RECOGNITION OF PARKS AND RECREATION AREAS OR FACILITIES</b>	
EFFECTIVE DATE:	
REVISION EFFECTIVE DATE: N/A	

**DRAFT 6-1-11 BARB'S COMMENTS**

1.0 GENERAL

1.1 Spokane Parks & and Recreation is a department of the City of Spokane whose services are primarily funded from the City's general fund. In recent years, demands upon ~~such~~ these funds have increased, a trend that is expected to continue.

To maintain and enhance the City's park and recreation system, Spokane Parks & and Recreation is actively seeking to establish revenue streams and resources that will increase its ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

This policy will provide opportunities for the private sector to invest back into the community.

1.2 TABLE OF CONTENTS

- 1.0 GENERAL
- 2.0 DEPARTMENTS/DIVISIONS AFFECTED
- 3.0 REFERENCES
- 4.0 DEFINITIONS
- 5.0 POLICY
- 6.0 PROCEDURE
- 7.0 RESPONSIBILITIES
- 8.0 APPENDICES

~~TABLE OF CONTENTS~~  
~~SECTION 1 INTRODUCTION~~  
~~SECTION 2 GENERAL~~  
~~SECTION 3 REFERENCES~~  
~~SECTION 4 DEFINITIONS~~  
~~SECTION 5 GUIDING PRINCIPLES~~  
~~SECTION 6 POLICIES AND PROCEDURES~~

~~SECTION 7 RELATED POLICIES~~  
~~SECTION 8 APPENDICES~~

2.0 DEPARTMENTS/DIVISIONS AFFECTED

This policy and procedure shall apply to the Spokane Parks and Recreation Department.

3.0 REFERENCES

City Charter – Section 48. Park Board – Powers  
Park Board Rules – Section 14. General Operating Policies and Procedures,  
Ruling and Appeals

<http://www.spokanecity.org/services/documents/charter/#ArticleV> Section 48 of the Park Board Powers

4.0 DEFINITIONS

For the purpose of this policy, the following definitions apply:

- 4.1 “Advertising” – a form of marketing that is paid for by an individual or organization to attract the public’s attention to a particular product or service.
- 4.2 “Corporate Slogan” – a word or phrase that may be attached to a corporate name or logo, e.g., Spokane--Near Nature, Near Perfect.
- 4.3 “Department” – Spokane Parks and Recreation Department.
- 4.4 “Division Managers” –senior Parks & and Recreation Department management directly under the Director of Parks & and Recreation who have responsibility for parks & recreation facilities and services.
- 4.5 “Gifts and Donations” – the provision of in-kind goods and/or money for which no benefits are sought.
- 4.6 “Geographic Significance” - Pertains to landowners that owned or lived on properties within the present or historic Spokane boundaries.
- 4.7 “Historical / Prominent Individuals / Families/Groups” - Individuals, families or groups that have a historical connection to the City’s heritage or have in some way made significant contributions to the Spokane community.

## DRAFT 6-1-11 BARB'S COMMENTS

- 4.8 "Interpretive Sign" – a sign within a park that interprets natural, historic, and/or cultural features or athletic field.
- 4.9 "Logo" – a symbol or name that is used to brand an organization.
- 4.10 "Marketing" – all forms of promotional efforts to attract the public's attention to a particular product or service.
- 4.11 "Marketing committee" - led by Marketing/Communications coordinator.
- 4.12 "Memorial Cenotaph(s)" - Individuals whose names are listed on war memorials who have given their lives on behalf of their country.
- 4.13 "Memorials & and tributes" – plaques designed to honor an individual and/or in recognition of a contribution to Parks and Recreation areas.
- 4.14 "Park facilities"– buildings, outdoor fields, recreation, sports or entertainment facilities in which structured and unstructured activities are provided.
- 4.15 "Plaque" – a flat memorial plate containing information that is either engraved or in bold relief that may be affixed to a park asset or displayed in a public place as a form of recognition.
- 4.16 "Proposer" - individual or organization proposing a sponsorship, donation, memorial or naming rights opportunity to SPRD the Department.
- 4.17 "Recognition Benefits" – opportunities given to the sponsor to have its name/logo appear on park property or materials for a specified period of time.
- 4.18 "Resident" - An individual or family that lived or lives in the City of Spokane.
- 4.19 "Sign" – a structure that is used to identify a specific park, to convey directions to park users, and/or to inform them of the relevant regulations and other pertinent information.
- 4.20 "Significant Donation" - A large donation providing ~~>60%~~ over sixty percent (60%) of total cost of a project.
- 4.21 "Sponsorship" – financial or in-kind support from an individual or corporation for a specific service, program, facility, park or event in return for certain benefits.

## DRAFT 6-1-11 BARB'S COMMENTS

- 4.22 "Sponsorship or Donation Agreement" – the legal instrument that sets out the terms and conditions agreed upon by the parties ~~have agreed to~~.
- 4.23 "Temporary Sign" – a sign that is erected for a known period of time, usually not exceeding ~~12-18~~ twelve (12) to eighteen (18) months.

## 5.0 POLICY

- 5.1 It is the policy of Spokane Parks & and Recreation Department (~~SPRD~~) to actively seek sponsorships, charge fees for advertising and to accept donations and gifts where appropriate, for its events, services, parks, equipment and facilities. The purpose of such is to increase ~~Spokane Parks and Recreation~~ the Department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.
- 5.2 In appreciation of ~~such~~ this support, it is the policy of ~~SPRD~~ the Department to provide suitable acknowledgement of these contributions. ~~Such~~ The recognition shall adhere to the aesthetic values and purpose of the ~~departments'~~ Department's parks, facilities, and services.
- 5.3 ~~Such~~ The recognition shall not detract from the ~~visitor's~~ visitors' experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

## 6.0 PROCEDURE

### 6.1 Sponsorships, Gifts & and Donations.

6.1.1 The following principles and guidelines form the basis of the ~~organization's~~ Department's consideration of sponsorships, gifts & and donations; and have been established to ensure all considerations are treated equitable.

#### 6.1.2 Sponsorship, gift and donation proposals:

- a. must directly relate to the intent of the facility or subject park, and its master plan.
- b. cannot be made conditional on ~~SPRD~~ Department performance.
- c. will not be accepted from organizations whose mission conflicts with the mission of ~~SPRD~~ the Department.

DRAFT 6-1-11 BARB'S COMMENTS

- d. will provide a positive and desirable image to the community.
- e. will provide benefits commensurate with the relative value of the sponsorship.
- f. can not exceed 40% ten percent (10%) of the operating costs associated with the proposal and of the overall lifetime value unless an endowment is included.
- g. from individuals can not limit ~~SPRD'S~~ the Department's ability to seek other sponsors.
- h. ~~recognition—benefits~~ will not compromise the design standards and visual integrity of the park or facility offered.
- i. will be evaluated individually and shall include, but not be limited to:
  - a. products / services offered;
  - b. ~~Company's~~ sponsor's record of involvement in environmental stewardship and social responsibility;
  - c. principles of the ~~company~~ sponsor;
  - d. sponsor's rationale for its interest in ~~SPRD~~ the Department;
  - e. sponsor's expectations; and
  - f. sponsor's timeliness and/or readiness to enter into an agreement.

6.1.3 Proposals that exceed the ~~Park Director's~~ Director of Parks and Recreation's authority will be approved by the Park Board. The Director's authority level is ??????

6.1.4 Categories for the following broad types of activities:

- a. Events – financial or in-kind support for an event organized by ~~SPRD~~ the Department on ~~SPRD~~ park property.

- b. Park Facility – financial or in-kind support associated with the design, construction and/or on-going maintenance & ~~and~~-operation of a particular park or recreational, sport, entertainment or cultural facility.
- c. Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program.
- d. Equipment—the Department's catalogue of specifications will identify

6.2 Recognitions.

Recognition will be based on the following principles:

- 6.2.1 In recognition of a contribution, preference will be given to providing a form of recognition that is not displayed within parks.
- 6.2.2 Recognition shall not suggest in any way the endorsement of the sponsor's goods or services by ~~SPRD~~ the Department, or any proprietary interest of the sponsor in ~~SPRD~~ the Department.
- 6.2.3 Any physical form of on-site recognition shall not interfere with visitor use or routine recreation or sports facility or park operations.
- 6.2.4 The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message.
- 6.2.5 All sponsorship, donation or naming rights agreements will be for defined period of time having regard to the value and the life of the asset involved.
- 6.2.6 Naming of facilities within a park facility is permitted providing it follows the following procedures and guidelines have been established to ensure all are treated in an equitable and appropriate manner and that in recognizing support, the values and purpose of a particular Parks facility is not diminished.
- 6.2.7 Benefits will be provided at a level of recognition and will specify costs commensurate with the contribution.
- 6.2.8 Acknowledgement of support preferences will be given to off-site forms of recognition that may include one or more of the following:
  - a. A thank you letter.

## DRAFT 6-1-11 BARB'S COMMENTS

- b. Publicity through ~~SPRD~~ the Department website, newsletters, and/or media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
- c. Events such as a press conference, photo opportunity, ground breaking or ribbon cutting ceremony.
- d. Mayoral and/or Park Board President acknowledgement at civic functions.
- e. Commemorative items such as a framed picture or plaque.
- f. Acknowledgement on printed materials such as recreational program catalogs.
- g. On-site Recognition to be provided, types of recognition may include:
  - o Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or an event.
  - o Interpretive sign, which may include the use of logos.
  - o Permanent plaque or sign (permanency is limited to the life of the asset).

### 6.3 Decision Process on Type of Recognition.

#### 6.3.1 Financial or in-kind sponsorship levels.

- a. Levels under \$10,000 shall be made by the Marketing/Communications Coordinator & and the Division Manager overseeing the location where the recognition will be placed.
- b. Levels up to the Director's limit, approval shall be made by the Director of Spokane Parks & and Recreation, unless it involves naming of a ~~Parks~~ park facility in which case the Naming Recognition procedures will apply. In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

- c. Levels over the Director's approval limit approval shall be made by the Park Board, unless it involves naming recognition within a park facility in which case, the Naming Policy procedures will apply. In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

#### 6.4 Determining Design Standards for Various Types of Recognition.

##### 6.4.1 Signs and Plaques.

- a. Recognition shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. In such circumstances the sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color.
- b. The Marketing Committee shall determine approval of a sponsor's name and/or logo on signs. Likewise, the Marketing Committee shall also approve the design and content of plaques.
- c. The placement of temporary signs and plaques shall be determined between the Marketing Committee and the ~~relevant~~ appropriate Division Manager.
- d. In the event of consensus not being reached, the Director of Spokane Parks & and Recreation decision shall be final.

6.4.2 Standards for design and information requirements for website will be established by the Marketing/~~Communications~~ Committee, in consultation with the Web Manager, and shall determine the design and information to be posted on the Department's website as it relates to sponsor recognition.

#### 6.5 Process For Recognition of Sponsorships, Gifts and Donations.

6.5.1 All sponsorship, gift and donation, opportunities shall be developed under the guidance of the Marketing Committee.

6.5.2 The marketing committee, in consultation with all Division Managers, shall develop an on-going accrual plan that includes a prioritized sponsorship opportunities list for the purpose of solicitation.

6.5.3 This list shall be approved by the ~~SPRD~~ Department senior management team and subsequently communicated to the Spokane Parks Foundation by the Director of ~~Spokane Parks & and~~ Recreation to facilitate an integrated approach to the procurement and management of sponsorships & and gifts / donations by the two organizations.

6.5.4 All unsolicited sponsorship proposals shall be referred to the Marketing Committee who shall be responsible for their evaluation and the provision of a recommendation to the appropriate authority level as outlined below as to whether the proposal should be accepted or rejected.

6.5.5 Proposals less than \$10,000.

a. Shall be handled by Division Managers in consultation with the Marketing/Communications Coordinator. To ensure a consistent and coordinated approach, prior to approaching a potential sponsor, the Division Managers shall:

- Consult with the Marketing Committee as to the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.
- Submit the sponsorship proposal to the appropriate Division Manager for approval.
- Division Managers will liaise with the Marketing/Communications Coordinator to execute the necessary sponsorship agreement and benefit recognition provisions.
- Ongoing administration of the sponsorship agreement and the management of the sponsor's relationship shall be the responsibility of the relevant Division Manager.

6.5.6 Proposals over \$10,000 – Director's Limit.

a. Proposals over \$10,000 up to the Director's limit shall be the responsibility of the Marketing/Communications Coordinator, who shall be responsible for preparing, evaluating, and managing sponsor relations for these sponsorships.

- b. Accepted sponsorship, gift and donation, offers shall be the subject of a sponsorship agreement. A contract template of such an agreement is attached.
- c. ~~SPRD~~ The Department reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement results in a conflict with this policy or if the agreement is no longer in the best interests of ~~SPRD~~ the Department. Decisions to terminate an agreement shall be made by the Director of ~~Spokane~~ Parks & Recreation.

#### 6.5.7 Ethical Considerations.

- a. Sponsorships, gifts and donations may come with unintended consequences and need to receive careful consideration.
- b. On occasion, the Department ~~SPRD~~ may need to reject an offer under circumstances including, but not limited to, the following:
  - The potential sponsor seeks to secure a contract, permit or lease.
  - The potential sponsor seeks to impose conditions that are inconsistent with ~~SPRD'S~~ the Department's mission, values, policies, and/or planning documents.
  - Acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company.
  - The potential sponsor is in litigation with the City of Spokane.

#### 6.5.8 Monitoring and Performance Reporting.

- a. Fundamental to improving the management and performance of ~~SPRD'S~~ the Department's sponsorship activities is the need for an effective program of review and reporting. Accordingly, the following performance indicators have been established and will be reported upon annually to the ~~Parks & Recreation~~ Park Board:
  - Number of active sponsorships; and

- Dollar value of active sponsorships.

6.6 Memorials and Plaques.

The following principles form the basis of the ~~organization's~~ sponsor's consideration of memorial, plaque or tribute proposals and to help prevent proliferation of memorials, plaques and tributes:

6.6.1 Memorials, plaques or tributes should benefit the general public as a first priority with the benefit to the donor or honoree as a secondary goal.

6.6.2 An agreement will be consummated to include responsibilities related to the memorial or plaque including but not limited to:

- a. Installation costs including on-going upkeep; and
- b. Replacement or repair costs.

6.6.3 Acceptable proposals of memorials, plaques or tributes in Parks and Recreation areas are:

- a. New trees or tree replacement;
- b. New or replacement park furniture as outlined in Gift Catalogue; and
- c. New or replacement of facilities.

6.6.4 Accepted proposals will adhere to all other relevant guidelines and procedures as previously outlined.

6.7 Process For Memorials and Plaques.

6.7.1 All memorial and plaque requests must be in writing and shall be referred to the appropriate Division Manager.

6.7.2 The Division Manager is responsible for ~~their~~ evaluation of requests and the provision of a recommendation to the Director of ~~Spokane~~ Parks & and Recreation as to whether the proposal should be accepted or rejected.

6.7.3 Division Managers will liaise with the Marketing/Communications Coordinator to execute the necessary agreement and benefit recognition provisions.

6.7.4 ~~SPRD~~ The Department reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement result in a conflict with this policy or if the agreement is no longer in the best interests of ~~SPRD~~ the Department. Decisions to terminate an agreement shall be made by the Director of ~~Spokane Parks & and~~ Recreation. ~~Such~~ Circumstances include but may not be limited to the following:

- a. The potential sponsor seeks to secure a contract, permit or lease.
- b. The potential sponsor seeks to impose conditions that are inconsistent with ~~SPRD'S~~ the Department's mission, values, policies, and/or planning documents.
- c. Acceptance would create a conflict of interest or policy, e.g., The potential sponsor is in litigation with the City of Spokane.

6.8 Naming Parks and Facilities.

The following principles form the basis of the ~~organization's~~ Department's consideration of naming or re-naming Parks and facilities:

6.8.1 The Director's recommendations for parks and facilities names will be based on and chosen from the following criteria:

- a. Historical / prominent individuals / families / groups.
  - To have a name eligible for nomination an individual or family must have been a resident of the City of Spokane and the individual must have been deceased for at least one calendar year.
  - Families or individuals will be informed of the Department's desire to commemorate them in the particular manner.
  - The duplication or repeat use of names will be avoided, where possible.
  - Staff will not place names of living nominees on an eligibility list.
  - Names of living nominees must be nominated or recommended in writing by a member of the Park Board.

- Living political nominees must be retired from political life for at least five (5) years.
  - Other living nominees must have been deemed by Park Board and the community to have made an outstanding contribution to the City of Spokane.
  - The duplication or repeat use of names will be avoided where possible.
- b. Geographic or historical significance of the specific location. A suitable program or community related name which denotes an appropriate linkage to its function.
- c. In recognition of a significant donation. Where a sponsorship agreement covers the majority (>60% over sixty percent (60%)) of the cost of the particular facility or structure.

6.8.2 Renaming of a Park or Recreation Facility

No park or facility shall be renamed. Additional names may be added to the original name in accordance with the eligibility criteria set forth in this policy.

6.9 Process For Naming Parks.

- 6.9.1 Anyone wishing to propose a name for a park or facility must submit a written request to Director of Parks & and Recreation.
- 6.9.2 All naming opportunities shall be developed under the guidance of the Marketing Committee.
- 6.9.3 The Marketing/Communications Coordinator may meet with neighborhood representatives, other City government organizations (e.g. Historic Preservation, Planning Services), or organizations concerned with parks and/or park facilities in order to prepare a recommendation.
- 6.9.4 The Marketing Committee, in consultation with the Director and appropriate Division Manager shall forward naming recommendations to the chairperson of the appropriate Park Board committee and for action to the full Park Board.
- 6.9.5 Accepted proposals will adhere to all other relevant guidelines and procedures as previously outlined.

6.9.6 ~~SPRD~~ The Department reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement result in a conflict with this policy or if the agreement is no longer in the best interests of ~~SPRD~~ the Department. Decisions to terminate an agreement shall be made by the Director of ~~Spokane Parks & and~~ Recreation. ~~Such~~ Circumstances include, but may not be limited to, the following:

- a. The potential sponsor seeks to secure a contract, permit or lease.
- b. The potential sponsor seeks to impose conditions that are inconsistent with ~~SPRD'S~~ the Department's mission, values, policies, and/or planning documents.
- c. Acceptance would create a conflict of interest or policy, e.g., The potential sponsor is in litigation with the City of Spokane.

7.0 RESPONSIBILITIES

The Director of Parks and Recreation shall administer this policy.

8.0 APPENDICES

Sponsorship/Donation Agreement<sup>4</sup>

APPROVED BY:

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director  
Parks and Recreation

\_\_\_\_\_  
Date

## Trip Cost & Revenue Worksheet (Input Sheet)

Name of Trip: =					
Date Of Analysis: =		May 26, 2011			
Enter length of trip (anything less than an overnight is 1 day) =		days			
Enter number of paid instructors =		instructors			
Enter number of volunteers or unpaid instructors =		Volunteers			
Primary Instructor's Wage and Benefits =		per hour	# of hours =		
Second Instructor's Wage and benefits =		per hour	# of hours =		
Cost Recovery Level Goal =	1				
<b>Fixed Direct Costs</b>		<b>Units</b>	<b>Unit Type</b>	<b>Cost/Unit</b>	<b>Total</b>
Transportation (Round Trip) (Bus)(Primary Vehicle)			miles	0.95	0.00
Transportation (Round Trip)(15-passenger van)(Primary Vehicle)			miles	0.85	0.00
Lodging (Renting an entire facility for a set price/night)			night(s)	10.00	0.00
Instructor Lodging (Only if not renting an entire facility)(Per Instructor)			night(s)	-	0.00
Temporary Seasonal Staff Wages (Total Hours)(Per Instructor)			hour	10.00	0.00
Temporary Seasonal Staff Benefits (Cost x .15)		0.0		0.15	0.00
Instructor Meals (Total Meals Cost)(Per Instructor)			each	-	0.00
Instructor Admission Fees (Per Instructor and/or volunteer)			day	-	0.00
Parking Fee			day	-	0.00
Facility Rent - Non-department owned			hour	25.00	0.00
Facility Rent - Department owned			fixed	25.00	0.00
Instructor Contract Fees (fitness instructors, Rafting Companies)			variable		0.00
Supplies			variable		0.00
Other			each	-	0.00
Other					0.00
<b>Total Fixed Costs</b>					<b>0.00</b>
<b>Variable Direct Costs</b>					
<b>(Cost per participant)</b>					
Transportation Fees Participant			each	12.00	0.00
Admission Fees			each	30.00	0.00
Lodging (Participant)			each	48.00	0.00
Meals (Participant)			each/day	22.00	0.00
Other				1.00	
Other				1.00	
<b>Total Variable Costs (per participant)</b>					<b>0.00</b>
Adding estimating					
15% of program specific Budget (Supervisor Office Support)					
2% marketing cost					
74900 10% for all programs					
5% equipment replacement use fee primary for Outdoor					
Cost recovery (0% to 170% of total cost of program after pgm fees determined)					



## Spokane Parks and Recreation - Action Plan 2010-2012 Recreation

Organizational Priority I. "Take Care of What We Have"			
Goal Ic. Identify funding alternatives for the development, maintenance and operations of trails.	<u>What (behavior) and How (condition)</u>	<u>Who (audience)</u>	<u>Timeline (degree)</u>
Actions			
ii. Identify fundraising events, and programs that financially support the trails by web based research existing programs and asking users for program ideas.		Rec & RFP Staff	4Q 2011
vii. Create a list of potential trails sponsors by utilizing existing stakeholders lists.		Rec & RFP Staff	1Q 2012
viii. Create a list of partners and stakeholders that will help maintain trails by web based research		Rec & RFP Staff	1Q 2012
x. Investigate the implication of a user fee by contacting state, county and city agencies.		Rec & RFP Staff	2Q 2012
Goal Ie. Review, update and approve previous Aquatics Master Plan.	<u>What (behavior) and How (condition)</u>	<u>Who (audience)</u>	<u>Timeline (degree)</u>
Actions			
i. Compare latest aquatic master plan with current inventory of aquatics centers in Spokane area and determine community deficiencies based upon current needs and interests assessments.		Rec & RFP staff Staff team representing each division	2Q 2011
ii. Update the aquatics plan to include current revenue and costs projections.			3Q 2011
iii. Identify how other agencies are enhancing O&M funds by contacting NRPA and regional aquatic professionals.		Rec & RFP staff	3Q 2011
iv. Review previous aquatic master plan to assess applicability given recent YMCA facility development and current and projected funding.		Rec & RFP staff	3Q 2011
Organizational Priority II. Policy Development - Parks and Recreation Service Sustainability			

**Goal IIe. Adopt a Pricing Policy as defined in the Roadmap to the Future**

What (behavior) and How (condition)

**Actions**

- i. Submit the pricing policy as outlined in the Roadmap to the Future document to Parks and Recreation Board for approval.

Who (audience)

Admin. staff

Timeline (degree)

2Q 2011

**Goal IIg. Implement recommended pricing methodology consistently across the system**

What (behavior) and How (condition)

**Actions**

- i. Implement the pricing methodology across the department by adhering to the policy.
- ii. Adopt the annual fee schedule along with the annual budget.
- iii. Create a spreadsheet with pricing formulas that staff can use to price all services.
- iv. Train staff responsible for pricing on the methodology by holding a training session
- v. Review the effectiveness of the methodology by evaluating attendance figures and revenue generated.

Who (audience)

All staff

Timeline (degree)

3Q 2011

Admin. staff

3Q 2011

Staff team

3Q 2011

representing each

division

Staff team

3Q 2011

representing each

division

Staff team

4Q 2011

representing each

division

Staff team

1Q 2011 - ongoing

representing each

division

Staff team

1Q 2011 - ongoing

representing each

division

**Goal IIIh. Develop a Service Development Standards Policy**

What (behavior) and How (condition)

**Actions**

- 1. Consult the Roadmap to the Future document to develop policy criteria.
- 2 Create a written policy to evaluate any new service development using the criteria of the service assessment model.

Who (audience)

Staff team

Timeline (degree)

3Q 2011

representing each

division

Staff team

1Q 2012

representing each

division

Staff team

1Q 2012

representing each

division

Staff team

1Q 2012

representing each

division

**Organizational Priority IV. Responsible Parks and Recreation Service Delivery - Efficient and Effective Use of Resources**

**Goal IVa. Implement the recommended operational strategies as identified in the Department's Service Portfolios**

<u>What (behavior) and How (condition)</u>	<u>Who (audience)</u>	<u>Timeline (degree)</u>
Actions		
i. Meet by work unit to determine the resulting operational strategy implementation priorities.	Parks, Rec, RFP & Golf staff	2Q 2011
ii. Prioritize implementation of strategies by: 1) cost savings; and 2) potential to increase revenues.	Parks, Rec, RFP & Golf staff	2Q 2011
iii. Develop an implementation process for each operational strategy (i.e. affirm market position, divest, etc.).	Parks, Rec, RFP & Golf staff	3Q 2011
iv. Implement the prioritized operational strategies.	Parks, Rec, RFP & Golf staff	4Q 2011 - ongoing

**Goal IVb. Develop an enhanced scholarship program**

<u>What (behavior) and How (condition)</u>	<u>Who (audience)</u>	<u>Timeline (degree)</u>
Actions		
i. Establish a Scholarship Development Team comprised of 1-2 staff members representing each department work unit to lead the development of an enhanced scholarship program.	Admin. Team	1Q 2011
ii. Identify target individuals/groups based on the Roadmap to the Future's Community Issues Matrix and determine which departmental services they would benefit from most.	Scholarship Development Team	2Q 2011
iii. Based upon the information collected, set a goal for number and amount of scholarships to be awarded in a calendar year.	Scholarship Development Team	2Q 2011
iv. Develop a database of existing and potential funding sources.	Scholarship Development Team	3Q 2011
v. Solicit funding from Spokane Parks Foundation and other partners and collaborators or grant providers.	Scholarship Development Team	3Q 2011
vi. Develop uniform application form and award criteria (may use existing School's existing Reduced Lunch approval).	Scholarship Development Team	3Q 2011
vii. Develop a marketing plan specific to scholarship dollar enhancement.	Scholarship Development Team	3Q 2011
viii. Enhance relationship with Park Foundation by establishing staff liaisons to Foundation	Admin. Team	4Q 2011

- ix. Develop an education program by "telling the story" about the local need for scholarships for parks and recreation programs.
- x. Explore feasibility of our own potential funding-raising program (i.e. restricted account) by meeting with the Finance Department.
- xi. Encourage the development of a scholarship program by studying what other departments are doing

Scholarship Development Team 4Q 2011  
 Admin. Team 4Q 2011  
 Golf Professionals & A 1Q 2012

**Goal IVc. Conduct program cycle reviews on all recreation services annually**

What (behavior) and How (condition)

Who (audience) Timeline (degree)

**Actions**

i. Develop measurement indicators connected to values and mission statement, and include number of people served, budget info, customer satisfaction, etc.

Rec, RFP & Golf staff 3Q 2011

ii. Update current list of all services provided the community.

Rec, RFP & Golf staff 3Q 2011

iii. Implement program cycle review.

Rec, RFP & Golf staff 3Q 2011 - ongoing

CITY OF SPOKANE PARKS AND RECREATION  
RECREATION PROGRAMS  
AS OF APRIL, 2011

	REVENUE	PEUTIC REC	SPECIAL EVENTS	CORBIN ART CTR	ATHLETICS	PERSONAL INTEREST	OUTDOOR	ADMIN	REC FACILITY	CAC	CAMP SEKANI	MERKEL COMPLEX	FRANKLIN COMPLEX	SE COMPLEX	AQUATIC CENTERS	SPLASH PADS	CAPITAL	CENTERS	TOTAL	PURCHASE ORDERS	TIE TO FIN STMTS
JAN	34,500	1,268	18,072	15,385	29,404	14,263	1,186	24,856	129	80	2,485	-	-	-	971	-	-	1,023	114,930	-	114,930
FEB	1,764	1,660	4,060	9,089	8,853	5,011	706	25,298	445	489	8,809	997	6,812	-	977	-	-	467	38,625	-	38,625
MAR	2,530	2,100	12,692	32,654	7,236	11,903	3,443	21,690	2,418	119	23,316	917	16,679	(327)	5,024	-	-	285	92,562	-	92,562
APR	25,789	88	20,824	13,738	22,480	7,401	935	41,666	2,126	122	31,349	827	24,266	1,429	5,981	-	-	1,558	124,932	-	124,932
MAY	8,977	1,032	14,050	13,073	10,527	8,848	1,095	39,885	1,187	25	74,374	1,719	7,103	11,338	15,409	-	-	2,482	102,373	-	102,373
JUN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JUL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AUG	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SEP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OCT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DEC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>73,560</b>	<b>1,245</b>	<b>69,698</b>	<b>83,939</b>	<b>78,501</b>	<b>47,425</b>	<b>7,365</b>	<b>11,338</b>	<b>28,363</b>	<b>2,215</b>	<b>54,860</b>	<b>9,098</b>	<b>11,338</b>	<b>11,338</b>	<b>28,363</b>	<b>-</b>	<b>-</b>	<b>5,815</b>	<b>473,422</b>	<b>-</b>	<b>473,422</b>
JAN	7,984	1,268	6,408	6,668	5,185	8,014	24,856	129	80	2,485	-	-	-	-	7,823	-	2,410	12,839	86,150	200,392	286,542
FEB	16,694	1,660	18,444	9,778	9,503	15,364	25,298	445	489	8,809	997	217	27,582	-	27,582	-	-	52,517	187,797	257,851	445,648
MAR	15,935	2,100	14,392	8,223	12,761	11,117	21,690	2,418	119	23,316	917	135	17,779	-	17,779	-	-	51,214	182,115	(32,525)	149,590
APR	13,422	1,709	12,480	19,506	11,674	12,332	41,666	2,126	122	31,349	827	543	20,436	-	20,436	-	19,213	44,900	232,304	(24,232)	208,072
MAY	16,252	1,710	22,966	19,839	12,095	8,972	39,885	1,187	25	74,374	1,719	1,873	1,159	1,159	47,291	-	150	93,802	343,299	40,825	384,124
JUN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JUL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AUG	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SEP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OCT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DEC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>70,287</b>	<b>8,448</b>	<b>74,690</b>	<b>64,013</b>	<b>51,217</b>	<b>55,799</b>	<b>153,395</b>	<b>6,305</b>	<b>835</b>	<b>140,333</b>	<b>4,460</b>	<b>2,768</b>	<b>1,159</b>	<b>1,159</b>	<b>120,911</b>	<b>1,159</b>	<b>21,773</b>	<b>255,272</b>	<b>1,031,664</b>	<b>442,311</b>	<b>1,473,975</b>
JAN	26,516	(1,143)	11,664	8,717	24,220	6,249	(23,671)	(129)	(80)	(2,485)	-	-	-	-	(6,852)	-	(2,410)	(11,816)	28,780	(200,392)	(171,612)
FEB	(14,930)	(1,660)	(14,384)	(688)	(650)	(10,353)	(24,592)	(445)	398	(1,997)	(997)	(217)	(977)	(135)	(26,605)	-	-	(52,050)	(149,172)	(257,851)	(407,023)
MAR	(13,405)	(2,100)	(1,700)	24,431	(5,525)	785	(18,247)	(2,418)	324	(6,636)	(1,243)	(135)	(1,243)	(135)	(12,754)	-	-	(50,929)	(89,553)	32,525	(57,028)
APR	12,367	(1,621)	8,344	(5,767)	10,807	(4,931)	(40,731)	(2,126)	321	(7,084)	602	(543)	(543)	(543)	(14,455)	-	(19,213)	(43,342)	(107,371)	24,232	(83,139)
MAY	(7,275)	(678)	(8,916)	(6,766)	(1,568)	(124)	(38,790)	(1,187)	418	(67,271)	6,277	9,465	(67,271)	9,465	(31,882)	-	(150)	(91,320)	(240,926)	(40,825)	(281,751)
JUN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JUL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AUG	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SEP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OCT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DEC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>3,273</b>	<b>(7,203)</b>	<b>(4,992)</b>	<b>19,926</b>	<b>27,284</b>	<b>(8,374)</b>	<b>(146,030)</b>	<b>(6,305)</b>	<b>1,381</b>	<b>(85,473)</b>	<b>4,639</b>	<b>8,570</b>	<b>(1,159)</b>	<b>(1,159)</b>	<b>(92,548)</b>	<b>(1,159)</b>	<b>(21,773)</b>	<b>(249,457)</b>	<b>(558,243)</b>	<b>(442,311)</b>	<b>(1,000,554)</b>
<b>%REV/EXP</b>	<b>104.66%</b>	<b>14.74%</b>	<b>93.32%</b>	<b>131.13%</b>	<b>153.27%</b>	<b>84.99%</b>	<b>4.80%</b>	<b>0.00%</b>	<b>265.46%</b>	<b>39.09%</b>	<b>204.01%</b>	<b>409.55%</b>	<b>23.46%</b>	<b>0.00%</b>	<b>2.28%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>45.89%</b>			