



JOINT MEETING
WITH THE COMMISSION ON EQUITY AND BOARD OF PARK COMMISSIONERS
JANUARY 25, 2023
5:30 P.M.
IN-PERSON & REMOTE ATTENDANCE

In-person attendance: Lacey City Council Chambers, 420 College St SE, Lacey WA 98503

Remote attendance: You may view the Commission on Equity meeting by watching live on Zoom.
(https://us02web.zoom.us/webinar/register/WN_ao1taUmXSzy8WEGqwNhnig)

The public may also listen to the meeting remotely via telephone by dialing toll-free:
(888) 788-0099 or **(877) 853-5247** - when prompted enter **Webinar ID press # 853 1319 9362**
(*participant ID not required*)

NEW: Watch live or as a recording on YouTube. (<https://youtu.be/CAR7h3IJP80>)

CALL TO ORDER: 5:30 P.M.

- 1. Approval of Agenda**
- 2. Public Comment**
In-person – Lacey Council Chambers
By Zoom – Please raise your hand to provide public comment.
By Phone – Please press *9
By E-mail – Written Public Comment may be submitted to the Commission on Equity by emailing COE@ci.lacey.wa.us. All comments provided by email must be submitted by 12:00 p.m. on the day of the meeting.
- 3. Sponsorship Policy Discussion – Part II**
- 4. ADJOURN**

**BOARD OF PARK COMMISSIONERS / COMMISSION ON EQUITY
JOINT MEETING**

Wednesday, November 14, 2022 5:30 p.m., via Zoom & City Hall

Present:

PARK BOARD: Kamber Good, Wendy Goodwin, Dave Weber and Aram Wheeler

COMMISSION ON EQUITY: Alanis Blackburn, Cliff Brown, Anne Clay, Makieda Hart, John Hegwood (*joined 5:39 p.m.*), Kristine Stolberg

Excused:

Staff: Jen Burbidge, Shannon Kelley-Fong, Sarah Smith, and Jeannette Sieler

The meeting was called to order at 5:30 p.m., by Chair Thelma Jackson

Recording: [Commission on Equity/Board of Park Commissioners Joint Meeting - November 14, 2022 - YouTube](#)

Additions or deletions to the Agenda

Chair Wheeler made a motion approve the agenda as written and Vice Chair Brown seconded. Motion carried.

Announcements & introductions

Introductions were made for Commissioners and City Staff.

Public Comments

Chair Jackson acknowledged all written public comments were received by the Commissioners. No additional public comments were made.

Corporate Sponsorship Policy Discussion

The two boards discussed the current Corporate Sponsorship Policy.

Adjourned 7:10 p.m.



**LACEY COMMISSION ON EQUITY &
BOARD OF PARK COMMISSIONERS**
January 25, 2023

SUBJECT: Lacey Parks, Culture & Recreation (LPCR) Corporate Sponsorship and Naming Rights Policy and City Council Policy 10.16 Review

RECOMMENDATION: Approve the updated Corporate Sponsorship and Naming Rights Policy and recommend to City Council for final approval.

Approve the proposed updates to City Council Policy 10.16 and recommend to City Council for final approval.

STAFF CONTACTS: Shannon Kelley-Fong, Assistant City Manager *SKF*
Jen Burbidge, Parks, Culture and Recreation Director *JB*

ATTACHMENTS:

1. Proposed LPCR Corporate Sponsorship and Naming Rights Policy Amendments (clean)
2. Proposed LPCR Corporate Sponsorship and Naming Rights Policy Amendments (tracked changes)
3. Proposed Sponsorship Questionnaire
4. Proposed Sponsorship Matrix
5. Proposed City Council Policy 5.13 Amendments (tracked changes)
6. Proposed Draft Sponsorship Agreement Example
7. Adopt-A-Trail / Adopt-A-Park Procedures

FISCAL NOTE: NONE

PRIOR REVIEW: **Parks, Culture & Recreation Board:**
November 7, 2018
December 5, 2018
September 4, 2019

Lacey City Council:
January 24, 2019
December 12, 2019
January 16, 2020

Parks, Culture & Recreation Board and Commission on Equity:
November 14, 2022

BACKGROUND: Lacey Parks, Culture & Recreation (LPCR) relies on partnerships, grants, donations, and sponsorships to offset the cost of providing enjoyable and important services, such as programs, events and facilities to the community.

LPCR is uniquely positioned to partner with a person (an individual, corporation, limited liability company, or any other legal or commercial entity) that provides money, goods or services to help bring programs and events to Lacey and therefore LPCR has a sponsorship program and policy.

The Corporate Sponsorship and Naming Rights Policy, proposed to be changed to Sponsorship and Naming Rights Policy, provides guidance for entering into sponsorship and naming rights agreements. In exchange for providing financial or material in-kind support for events, buildings, parks, services and facilities.

This program supports LPCR in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs which in turn benefits customers and the community at large. These types of partnerships generate revenue, reduce expenses, increase awareness of parks, culture and recreation programs and compliment the visitor experience. Importantly, sponsors do not have decision making influence over the programs, events or facilities they are sponsoring. In 2022, the sponsorship program secured just under \$69,000.

Due to recent public concerns about corporate sponsors, the Parks, Culture & Recreation Board and Commission on Equity held a joint meeting November 14, 2022 to discuss potential updates to the LPCR Corporate Sponsorship and Naming Rights Policy. The full meeting can be viewed here: [Commission on Equity/Board of Park Commissioners Joint Meeting - November 14, 2022 - YouTube](#)

In brief, the advisory bodies discussed the following ideas:

1. Creating a more comprehensive and standardized evaluation process for the City to use when reviewing potential sponsors.
2. Adding language to the policy and other sponsorship related materials (e.g., agreements) in alignment with the City's [draft equity goals](#) (and [commitment to equity](#)).
3. Separating environmental stewardship and equity criteria.

Based on this feedback, the City drafted updates to the Corporate Sponsorship and Naming Rights Policy, **Attachment 1** and **Attachment 2**, for review and discussion at this meeting.

Regarding the ideas discussed above, the updated draft Sponsorship and Naming Rights policy includes:

1. The addition of a Sponsorship Questionnaire, **Attachment 3**, to be completed prior to City staff pursuing or meeting with a potential sponsor. In addition, the City has

drafted a Sponsorship Matrix, **Attachment 4**, to enhance the review and decision-making process for future potential sponsorship requests.

2. Further incorporation of the City's equity commitment in the policy, as well as the Sponsorship Questionnaire, **Attachment 3**, Sponsorship Matrix, **Attachment 4**, and draft Sponsorship Agreement, **Attachment 7**.
 3. The separation of environmental stewardship and equity criteria.
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ADVANTAGES:

1. Ensures a more comprehensive and standardized review process of potential sponsors.
2. Enhances alignment with the City's commitment to equity and the draft equity goals.

DISADVANTAGES:

1. None.

CITY OF LACEY PARKS, CULTURE AND RECREATION DEPARTMENT

POLICY NAME: SPONSORSHIP AND NAMING RIGHTS POLICY

1. Purpose

The purpose of this policy is to establish guidelines in the development and management of sponsorship and naming rights programs. The policy will provide guidance for entering into sponsorship and naming rights agreements in exchange for providing financial or material in-kind support for a specified park asset or park programs.

2. Policy Statement

The Lacey Parks, Culture & Recreation Board has determined that a Sponsorship and Naming Rights Policy is necessary and appropriate to seek and secure revenue and in-kind support for the benefit of the Lacey Parks, Culture and Recreation Department (LPCR) in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs which in turn benefits customers and the community at large.

LPCR will actively seek sponsors for events, buildings, parks, services and other facilities for the purpose of generating revenue, reducing expenses, increasing awareness of parks, culture and recreation programs and complementing the visitor experience. LPCR will seek to create and enhance relationships through sponsorships and naming rights arrangements. This goal can be accomplished by providing a method to become associated and involved with the many facilities, activities, and programs provided by the LPCR. The Department provides quality, life-enriching activities to the community, which translates into exceptional visibility for sponsors and supporters. It is the goal of this policy to further sponsorship opportunities for the ultimate benefit of the public.

Sponsors will receive recognition for their financial or in-kind contribution in the form of advertising and signage, in addition to other agreed upon benefits to a level comparable with sponsors' investment, without detracting from the visitor/customer/community member experience or impairing the visual qualities of the facility or event. In addition, some levels of sponsors will be allowed to provide information to City staff, being mindful of organizational values.

It is the policy of LPCR that sponsorship and naming rights solicitation and agreements will exist in accordance with the guidelines set forth in this policy.

3. Definitions

- a. **Naming Rights:** A I benefit of specified duration to signify the name or trademark of a designated person as part of the name of the park asset specified in the agreement.
- b. **Park Asset:** Park amenities such as recreation buildings, fields, parks, pavilions, trails and other facilities, rooms, landscaping, art or other physical features owned, operated, or managed by LPCR. Park assets also include marketing assets such as advertising and promotional materials, digital and social media, and signage.
- c. **Parks, Culture & Recreation Board (Parks Board):** A board which makes recommendations to the Director of LPCR, the City Council and other City departments with respect to parks, culture and recreation matters.
- d. **Sponsorship:** Sponsorship is a relationship with a person (an individual, corporation, limited liability company, or any other legal or commercial entity) where that person provides money, goods or services to LPCR over a specified term, and in return, the person receives acknowledgement of the sponsorship via specific benefits such as inclusion in marketing materials, signage, digital media, promotions, onsite activation and display area. The person may also receive other benefits, including certain designations, category exclusivity or the use of the LPCR Department logo.

4. Examples of Types of Sponsorships: (but not limited to)

- a. **Naming Rights:** Persons that are aligned with specific buildings, facilities, fields or areas. Naming sponsors would receive an “ownership” title position, generally over a period of 5 to 25 years.
- b. **Park Partner:** Persons that are connected to the ongoing programming, operations and marketing of LPCR and would be fully integrated on an annual basis with exclusivity in their category.
- c. **Presenting Sponsor:** Persons that are interested in the content and audience demographics of a particular program or event. The presenting

sponsor is positioned after the event name, for example “Spring Fling presented by Company Name”.

- d. **Title Sponsor:** Persons that are interested in the content and audience demographics of a particular program or event. The title sponsor is positioned before the event name, providing a strong alignment and ownership of the event, for example “Company Name Spring Fling”.

5. Nonpublic Forum Status

The City’s acceptance of sponsorships, and the advertising included in a sponsorship agreement, does not provide or create a general public forum for expressive activities or for discourse and debate. Rather, as noted, the City’s purpose and intent is to secure additional means of generating revenue to support the LPCR Department in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs. In furtherance of that objective, the City retains strict control over the nature of the sponsors and content accepted for posting online, and in its parks, facilities, and on its property. The City maintains its advertising space as a nonpublic forum.

This policy is intended to provide clear guidance as to the types of advertisements that will allow the City to generate revenue and enhance parks, culture and recreation operations by fulfilling the following important goals and objectives:

- a. Maintain a position of neutrality and preventing the appearance of favoritism or endorsement by the City
- b. Preventing the risk of imposing objectionable, inappropriate or harmful views on a captive audience
- c. Preventing any harm or abuse that may result from running objectionable, inappropriate or harmful advertisements

The City’s sponsorship and advertisement space is a nonpublic forum and, as such, the City will accept only that advertising that falls within the categories of acceptable advertising specified in this viewpoint neutral policy and that satisfies all other access requirements and restrictions provided herein.

6. Disclaimer of Endorsement

The City does not endorse the products, services, or ideas of any sponsor. The City’s acceptance of a sponsorship does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein, or of the advertisement sponsor

itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

7. Eligibility Criteria

- a. Naming rights or sponsorship benefits are limited to the promotion or recognition of enterprise and/or activities that do not compete, impair or conflict with, the mission, policies, goals or operations of the City of Lacey and LPCR, or designated assets or programs.
- b. Sponsors must support the mission and policies for the City of Lacey and LPCR. In general, the following industries are not eligible for sponsorship with LPCR: religious, gambling, alcohol, cannabis, tobacco, firearms, adult entertainment, and political organizations.
- c. The Director (or designee) may use, but is not limited to, the following criteria when evaluating a sponsorship proposal; in all cases, the Director (or designee) will have the prerogative to accept or reject the proposal:
 - i. The compatibility of the person's background, products, customers and promotional goals with:
 - (1) City of Lacey's mission;
 - (2) LPCR's mission
 - (3) City of Lacey's Equity values and mission
 - (4) Environmental stewardship
 - ii. The person's past record of involvement with the City;
 - iii. Community support for, or opposition to, this proposal or previous agreements;
 - iv. Impact on the community and park or program experience where the sponsorship is implemented;
 - v. The timeliness or readiness of the person to enter an agreement;
 - vi. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the person; and
 - vii. The operating and maintenance costs associated with the proposal.

d. At its discretion, LCPR may reject a sponsorship offer. Circumstances under which this may occur include, but are not limited to:

- i. The potential sponsor seeks to secure a contract, permit; or
 - a. The potential sponsor seeks to impose conditions that are inconsistent with the City's or LPCR's mission, values, policies, and/or planning documents; or
 - b. The potential sponsor seeks to impose conditions that are inconsistent with the City's Equity values and mission and/or the City's environmental stewardship values.
 - c. Acceptance of a potential sponsorship would create a conflict of interest or policy; or
 - d. The potential sponsor is in litigation with the City of Lacey.

8. Advertising Allowed. The following classes of advertising through sponsorship are allowed online or on City property as authorized:

- a. **Commercial Advertising.** Advertising that is proposing, promoting or soliciting a commercial transaction for the sale, rent, lease, license, distribution or availability of goods, property, services or events for the advertiser's commercial or proprietary interest, or more generally promoting persons that engage in such activities.
- b. **Government Advertising.** Advertising by a federal, state or local government entity that advances specific governmental purpose.
- c. **Nonprofit Public Service Announcements.** Advertising that is sponsored by a nonprofit organization that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and has provided documentary proof of such status, that is directed to the general public or a significant segment of the general public, and that relates to the:
 - 1. Prevention or treatment of illnesses or promotion of personal health;
 - 2. Education, training or employment services;
 - 3. Arts, culture, or special events;
 - 4. Provision of children and family services;

5. Provision of services and programs that provide support to low-income community members, older adults, or people of all abilities; or
6. solicitation by broad-based contribution campaigns that provide funds or goods to charitable organizations active in the above-listed areas.

9. Advertising Not Allowed: The following classes of advertising through sponsorship are not authorized online or on City property:

- a. **Political Speech.** Advertising that promotes, or opposes a political party, any person or group of persons holding federal, state or local government elected office, the election of any candidate or group of candidates for federal, state or local government offices, or initiatives, referendums or other ballot measures.
- b. **Public Issue Speech.** Advertising that non-incidentally expresses or advocates or appears to express or advocate an opinion, position or viewpoint on a matter of public debate about economic, political, public safety, religious or social issues.
- c. **Religious.** Advertising that promotes or opposes any identifiable or specific religion, religious viewpoint, message or practice.
- d. **Prohibited Products, Services or Activities.** Any advertising that (a) promotes or depicts the sale, rental, or use of, participation in, or images of the following products, services or activities; or (b) that uses brand names, trademarks, slogans or other material that are identifiable with such products, services or activities:
- e. **Tobacco/Vaping/Smoking.** Tobacco, vaping or smoking products, including but not limited to cigarettes, cigars, vaping devices and smokeless (e.g., chewing) tobacco;
- f. **Alcohol.** Beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Washington law, however, this prohibition shall not prohibit advertising that includes the name of a restaurant that is open to minors;
- g. **Cannabis.** Cannabis, cannabis products, cannabis businesses, or cannabis services;
- h. **Firearms.** Firearms, ammunition or other firearms-related products;

- i. **Adult/ Mature Rated Films, Television Video Games, or Theatrical Presentations.** Adult films rated "X" or "NC-17", or video games rated "A", or theatrical presentations recommended by the sponsor for persons 18 years or older;
- j. **Adult Entertainment Facilities.** Adult book stores, adult video stores, adult telephone services, adult internet sites, escort services, nude dance clubs and other adult entertainment establishments;
- k. **Sexual and/or Excretory Subject Matter.** Any advertising that contains or involves any material that describes, depicts or represents sexual or excretory organs or activities in a manner that a reasonably prudent person using prevailing community standards, would find inappropriate for the public parks, culture and recreation environment, including persons under the age of 18.
- l. **False or Misleading.** Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy.
- m. **Copyright, Trademark or Otherwise Unlawful.** Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal.
- n. **Illegal Activity.** Any advertising that promotes any activity or product that is illegal under federal, state or local law.
- o. **Profanity and Violence.** Advertising that contains any profane language or employs the use of miscellaneous characters or symbols as a substitute for profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals, the act of killing, mutilating or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal.
- p. **Threatening Harm.** Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
- q. **Harmful or Disruptive to Parks System.** Advertising that contains material that is so objectionable as to be reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or business reputation of the City's parks, culture and recreation system. For purposes of determining whether

an advertisement contains such material, the City will determine whether a reasonably prudent person, using prevailing community standards, would believe that the material is so objectionable that it is reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or reputation of the parks, culture and recreation system.

- r. **Adverse to City’s Mission and Values.** Promoting or engaging in activities that is in conflict with the City’s Mission and Values, as adopted or herein after amended.
- s. **Adverse to City’s Equity Values.** Promoting or engaging in activities that is in conflict with the City’s *draft Equity Values (in brief)* of “The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege.” In addition to the City’s draft Equity Mission of “The City of Lacey is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community.”
- t. **Adverse to Parks, Culture and Recreation.** Promoting or engaging in activities that are in conflict to the commercial or administrative interests of the parks, culture and recreation system, that tends to criticize the quality of service provided by the City, or that tends to criticize parks, culture and recreation generally.
- u. **Discrimination.** Entities that promote discrimination, or have a record of discrimination on the basis of race, creed, color, national origin, age, religion, sex, sexual orientation, gender, gender identity or expression, veteran’s status, marital status, genetic information, or the presence of any sensory, mental, or physical disability, or are unable to accept the City’s anti-discrimination language.
- v. **Lights, Noise and Special Effects.** Flashing lights, sound makers, mirrors or other special effects that interfere with a safe atmosphere to the public.

10. Government Speech

The provisions of this policy do not apply to the City’s government speech, which includes advertising sponsored solely by the City or by the City jointly with another person to communicate any message deemed appropriate by the LPCR

11. Responsibility

The LPCR Director (or designee) is authorized to enter into sponsorship agreements and smaller area (e.g., single field) naming rights. The Director may seek advice from the Parks Board, or other City advisory body, on proposed agreements.

12. Procedure

Persons proposing to be considered shall submit a Sponsorship Questionnaire to LPCR, **Attachment 1**.

The Director (or Designee) may use the Sponsorship Matrix to help review potential sponsorships, **Attachment 2**.

If the Director (or designee) approves the proposal in principle, staff will draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to LPCR; the marketing rights and benefits provided to the sponsor; and termination provisions. All sponsorship programs are required to have a contract signed by the Director and sponsor organization.

Full park or facility naming rights opportunities will be identified and submitted to the Parks Board for approval to seek a naming rights sponsor. Once a full park or facility naming rights sponsor is approved by Parks Board, it would then need to be approved by City Council (see City Council Policy Manual section 10.16 Naming of Public Parks, Trails, Parkways).

ORIGINAL DATE OF ADOPTION: December 4, 2019

Updated: Forthcoming, 202X

CITY OF LACEY PARKS, CULTURE AND RECREATION DEPARTMENT

POLICY NAME: ~~CORPORATE~~ SPONSORSHIP AND NAMING RIGHTS POLICY

~~DATE: December 4, 2019~~

1. Purpose

The purpose of this policy is to establish guidelines in the development and management of sponsorship and naming rights programs. The policy will provide guidance for entering into sponsorship and naming rights agreements ~~with businesses~~ in exchange for providing financial or material in-kind support for a specified park asset or park programs.

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2. Policy Statement

The ~~Park Board of Commissioners~~Lacey Parks, Culture & Recreation Board has determined that a Sponsorship and ~~Corporate~~ Naming Rights Policy is necessary and appropriate to seek and secure revenue and in-kind support for the benefit of the Lacey Parks, Culture and Recreation Department (LPCR) in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs which in turn benefits ~~customers~~ and the community at large.

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~~The Parks and Recreation Department~~LPCR will actively seek sponsors for events, buildings, parks, services and other facilities ~~from individuals, businesses, corporations, foundations and nonprofit organizations~~ for the purpose of generating revenue, reducing expenses, increasing awareness of parks, culture and recreation programs and complementing the visitor experience. ~~The Parks and Recreation Department~~LPCR will seek to create and enhance relationships ~~with individuals, businesses, corporations and other organizations~~ through ~~commercial~~ sponsorships and naming rights arrangements. This goal can be accomplished by providing ~~local, regional, and national businesses or individuals~~ a method to become associated and involved with the many facilities, activities, and programs provided by the ~~Parks and Recreation Department~~LPCR. The Department provides quality, life-enriching activities to the community, which translates into exceptional visibility for sponsors and supporters. It is the goal of this policy to further sponsorship opportunities for the ultimate benefit of the public.

Sponsors will receive recognition for their financial or in-kind contribution in the form of advertising and signage, in addition to other agreed upon benefits to a level comparable with sponsors' investment, without detracting from the visitor/customer/community member experience or impairing the visual qualities of the facility or event. In addition, some levels of sponsors will be allowed to provide information to City staff, being mindful of organizational values.

| It is the policy of ~~the City of Lacey Parks and Recreation Department~~LPCR that ~~corporate~~ sponsorship and naming rights solicitation and agreements will exist in accordance with the guidelines set forth in this policy.

|

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3. Definitions

~~**Sponsorship:** Sponsorship is a relationship with a person (a corporation, limited liability company, or any other legal or commercial entity) business entity where that entity provides money, goods or services to LPCRthe City of Lacey Parks and Recreation Department over a specified term, and in return, the business entity receives acknowledgement of the sponsorship via specific benefits such as inclusion in marketing materials, signage, digital media, promotions, onsite activation and display area. The business entityperson may also receive other benefits, including certain designations, category exclusivity or the use of the Lacey Park and Recreation Department logo.~~

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a. Naming Rights: A ~~commercial~~ benefit of specified duration to signify the name or trademark of a designated ~~legal entity~~person as part of the name of the park asset specified in the agreement.

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b. Park Asset: Park amenities such as recreation buildings, fields, parks, pavilions, trails and other facilities, rooms, landscaping, art or other physical features owned, operated, or managed by ~~the Parks and Recreation Department~~LPCR. Park assets also include marketing assets such as advertising and promotional materials, digital and social media, and signage.

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c. Board of Park Commissioners (Park Board) Parks, Culture & Recreation Board (Parks Board)

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A board which makes recommendations to the Director of ~~Parks and Recreation~~LPCR, the ~~Mayor~~City Council and other ~~C~~city departments with respect to parks, culture and recreation matters.

d. Sponsorship: Sponsorship is a relationship with a person (an individual, corporation, limited liability company, or any other legal or commercial entity) where that person provides money, goods or services to LPCR over a specified term, and in return, the person receives acknowledgement of the sponsorship via specific benefits such as inclusion in marketing materials, signage, digital media, promotions, onsite activation and display area. The person may also receive other benefits, including certain designations, category exclusivity or the use of the LPCR Department logo.

4. Examples of Types of Sponsorships: –(but not limited to)

Park Partner

a. Naming Rights: Persons that are aligned with specific buildings, facilities, fields or areas. Naming sponsors would receive an “ownership” title position, generally over a period of 5 to 25 years.

b. Park Partner: Persons that are connected to the ongoing programming, operations and marketing of LPCR and would be fully integrated on an annual basis with exclusivity in their category.

c. Presenting Sponsor: Persons that are interested in the content and audience demographics of a particular program or event. The presenting sponsor is positioned after the event name, for example “Spring Fling presented by Company Name”.

d. Title Sponsor: Persons that are interested in the content and audience demographics of a particular program or event. The title sponsor is positioned before the event name, providing a strong alignment and ownership of the event, for example “Company Name Spring Fling”.

Presenting Sponsor

5. Nonpublic Forum Status

The City’s acceptance of sponsorships, and the advertising included in a sponsorship agreement, does not provide or create a general public forum for expressive activities or for discourse and debate. Rather, as noted, the City’s purpose and intent is to secure additional means of generating revenue to support the **Parks and Recreation**LPCR Department in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs. In furtherance of that objective, the City retains strict control over the nature of the sponsors and content accepted for posting online, and in its parks, facilities, and on its property. The City maintains its advertising space as a nonpublic forum.

This policy is intended to provide clear guidance as to the types of advertisements that will allow the City to generate revenue and enhance parks, culture and recreation operations by fulfilling the following important goals and objectives:

4. a. Maintain a position of neutrality and preventing the appearance of favoritism or endorsement by the City

2.1. b. Preventing the risk of imposing objectionable, inappropriate or harmful views on a captive audience

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3. c. Preventing any harm or abuse that may result from running objectionable, inappropriate or harmful advertisements

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The City's sponsorship and advertisement space is a nonpublic forum and, as such, the City will accept only that advertising that falls within the categories of acceptable advertising specified in this viewpoint neutral policy and that satisfies all other access requirements and restrictions provided herein.

6. Disclaimer of Endorsement: The City does not endorse the products, services, or ideas of any sponsor. The City's acceptance of a sponsorship advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

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7. Eligibility Criteria

a. Naming rights or sponsorship benefits are limited to the promotion or recognition of commercial enterprise and commercial enterprise and/or activities that do not compete, impair or conflict with, the mission, policies, goals or operations of the City of Lacey and Lacey Parks and RecreationLPCR, or designated assets or programs.

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b. Corporate sSponsors must support the mission and policies for the City of Lacey and Lacey Parks and RecreationLPCR. In general, the following industries are not eligible for corporate sponsorship with Lacey Parks and RecreationLPCR: religious, gambling, alcohol, cannabis, tobacco, firearms, adult entertainment, and political organizations.

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c. _____ The Director (or designee) may use, but is not limited to, the following criteria when evaluating a corporate sponsorship proposal; in all cases, the Director (or designee) will have the prerogative to accept or reject the proposal:

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1. i. The compatibility of the corporation's products, customers and promotional goals with the City of Lacey and Lacey Parks and Recreation'sLPCR's mission;The compatibility of the entity'sperson's background, products, customers and promotional goals with:

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- o the City of Lacey's mission;
- o LPCR's mission
- o City of Lacey's Equity values and mission
- o Environmental stewardship

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~~The compatibility of the entity's background, products, customers and promotional goals with the City of Lacey and LPCR's mission;~~

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~~The compatibility of the entity's background, products, customers and promotional goals with the City of Lacey's Equity values and mission;~~

~~The compatibility of the entity's background, products, customers and promotional goals with environmental stewardship;~~

1. _____

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2. ~~ii. The entity person's corporation's past record of involvement in community and with the City project's (expand?);~~

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~~iii. The desirability of Lacey Parks and Recreation LPCR to associate with the potential sponsor's business, image, reputation; Community support for, or opposition to, this proposal or previous agreements;~~

~~iv. Impact on the community and park or program experience where the sponsorship is implemented;~~

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3. ~~v. The timeliness or readiness of the entity person corporation to enter an agreement;~~

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4. ~~vi. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation person; and~~

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~~5. Community support for, or opposition to, this proposal or previous agreements;~~

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6. ~~vii. The operating and maintenance costs associated with the proposal; and~~

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~~7. The corporation's entity's record (amount of time?) of responsible environmental stewardship and race and social equity justice.~~

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Commented [JB1]: Not sure if we need to state "ethical considerations" if the policy and the questionnaire contemplate the considerations already.

~~Ethical Considerations. Sponsorships are an important way in which Parks can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration. Prior to pursuing any Sponsorship Agreement, the attached Sponsorship Questionnaire must be completed.~~

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~~On occasion d. At its discretion, Parks LPCR may need to reject a sponsorship offer. Circumstances under which this may occur include, but are not limited to:~~

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~~i. The potential sponsor seeks to secure a contract, permit; or~~

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- ii. ~~The potential sponsor seeks to impose conditions that are inconsistent with the City's or LPCR's Parks' mission, values, policies, and/or planning documents; or~~
- iii. ~~The potential sponsor seeks to impose conditions that are inconsistent with the City's Equity values and mission and/or the City's environmental stewardship values.~~
- iv. ~~Acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company; or~~
- v. ~~The potential sponsor is in litigation with the City of Lacey.~~

~~All entities proposing to be considered shall submit a Sponsorship Questionnaire to LPCR, Attachment 1.~~

~~The Director (or Designee) may use the Sponsorship Matrix to help review potential sponsorships, Attachment 2.~~

8. Advertising Allowed. The following classes of advertising through sponsorship are allowed online or on City property as authorized:

a. Commercial Advertising. Advertising that is proposing, promoting or soliciting a commercial transaction for the sale, rent, lease, license, distribution or availability of goods, property, services or events for the advertiser's commercial or proprietary interest, or more generally promoting ~~an entity or entities~~ persons that engage in such activities.

b. Government Advertising. Advertising by a federal, state or local government entity that advances specific governmental purpose.

c. Nonprofit Public Service Announcements. Advertising that is sponsored by a nonprofit organization that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and has provided documentary proof of such status, that is directed to the general public or a significant segment of the general public, and that relates to the:

- 1. Prevention or treatment of illnesses or promotion of personal health;
- 2. Education, training or employment services;
- 3. Arts, culture, or special events;
- 4. Provision of children and family services;

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5. Provision of services and programs that provide support to low-income citizens, community members, senior citizens, older adults, or people of with all disabilities; or

6. solicitation by broad-based contribution campaigns that provide funds or goods to charitable organizations active in the above-listed areas.

9. Advertising Not Allowed: The following classes of advertising through sponsorship are not authorized online or on City property:

a. Political Speech. Advertising that promotes, or opposes a political party, any person or group of persons holding federal, state or local government elected office, the election of any candidate or group of candidates for federal, state or local government offices, or initiatives, referendums or other ballot measures.

b. Public Issue Speech. Advertising that non-incidentally expresses or advocates or appears to express or advocate an opinion, position or viewpoint on a matter of public debate about economic, political, public safety, religious or social issues.

c. Religious. Advertising that promotes or opposes any identifiable or specific religion, religious viewpoint, message or practice.

d. Prohibited Products, Services or Activities. Any advertising that (a) promotes or depicts the sale, rental, or use of, participation in, or images of the following products, services or activities; or (b) that uses brand names, trademarks, slogans or other material that are identifiable with such products, services or activities:

e. Tobacco/Vaping/Smoking. Tobacco, vaping or smoking products, including but not limited to cigarettes, cigars, vaping devices and smokeless (e.g., chewing) tobacco;

f. Alcohol. Beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Washington law, however, this prohibition shall not prohibit advertising that includes the name of a restaurant that is open to minors;

g. Cannabis. Cannabis, cannabis products, cannabis businesses, or cannabis services;

h. Firearms. Firearms, ammunition or other firearms-related products;

i. Adult/ Mature Rated Films, Television Video Games, or Theatrical Presentations. Adult films rated "X" or "NC-17", or video games rated "A", or theatrical presentations recommended by the sponsor for persons 18 years or older;

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i. Adult Entertainment Facilities. Adult book stores, adult video stores, adult telephone services, adult internet sites, escort services, nude dance clubs and other adult entertainment establishments;

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k. Sexual and/or Excretory Subject Matter. Any advertising that contains or involves any material that describes, depicts or represents sexual or excretory organs or activities in a manner that a reasonably prudent person using prevailing community standards, would find inappropriate for the public parks, culture and recreation environment, including persons under the age of 18.

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l. False or Misleading. Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy.

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m. Copyright, Trademark or Otherwise Unlawful. Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal.

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n. Illegal Activity. Any advertising that promotes any activity or product that is illegal under federal, state or local law.

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o. Profanity and Violence. Advertising that contains any profane language or employs the use of miscellaneous characters or symbols as a substitute for profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals, the act of killing, mutilating or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal.

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p. Threatening Harm. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.

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q. Harmful or Disruptive to Parks System. Advertising that contains material that is so objectionable as to be reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or business reputation of the City's parks, culture and recreation system. For purposes of determining whether an advertisement contains such material, the City will determine whether a reasonably prudent person, using prevailing community standards, would believe that the material is so objectionable that it is reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or reputation of the parks, culture and recreation system.

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r. Adverse to City's Mission and Values. Promoting or engaging in activities that is in conflict with the City's Mission and Values, as adopted or herein after amended.

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s. Adverse to City's Equity Values. Promoting or engaging in activities that is in conflict with the City's *draft Equity Values (in brief)* of "The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege." In addition to the City's draft Equity Mission of "The City of Lacey is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community."

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t. Adverse to Parks, Culture and Recreation. Advertising Promoting or engaging in activities that is-are in conflict directly adverse to the commercial or administrative interests of the parks, culture and recreation system, that tends to criticize the quality of service provided by the City, or that tends to criticize parks, culture and recreation generally.

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u. Discrimination. Facilities will not be made available to any group or organization Entities that promotes discrimination, or has a have a -record of discrimination on the basis of race, creed, color, national origin, age, religion, sex, sexual orientation, gender, gender identity or expression, veteran's status, marital status, genetic information, age, sexual orientation, or the presence of any sensory, mental, or physical disability, or are unable to accept the City's anti-discrimination language. Permission to use the facility does not constitute an endorsement of a group's philosophies, policies, or beliefs.

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v. Lights, Noise and Special Effects. Flashing lights, sound makers, mirrors or other special effects that interfere with a safe atmosphere to the public.

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10. Government Speech:

The provisions of this policy do not apply to the City's government speech, which includes advertising sponsored solely by the City or by the City jointly with another entity person to communicate any message deemed appropriate by the LPCR Parks and Recreation Department.

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11. Responsibility:

The Parks and Recreation LPCR Director (or designee) is authorized to enter into corporate sponsorship agreements and smaller area (e.g., single field) naming rights. The Director may seek advice from the Board of Park Commissioners Parks Board, or other City advisory body, and/or the City's Commission on Equity on proposed agreements, that do not meet the criteria.

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12. Procedure:s

Persons proposing to be considered shall submit a Sponsorship Questionnaire to LPCR, Attachment 1.

The Director (or Designee) may use the Sponsorship Matrix to help review potential sponsorships, Attachment 2.

If the Director (or designee) approves the proposal in principle, staff will draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to ~~Lacey Parks and Recreation~~LPCR; the marketing rights and benefits provided to the sponsor; and termination provisions. All sponsorship programs are required to have a contract signed by the Director and sponsor organization.

Full park or facility Naming rights opportunities will be identified and submitted to the ~~Board of Park Commissioners~~ Parks Board for approval to seek a ~~corporate~~ naming rights sponsor. Once a full park or facility naming rights sponsor is approved by Parks Board, it would then need to be approved by City Council (see City Council Policy Manual section 10.16 Naming of Public Parks, Trails, Parkways).

ORIGINAL DATE OF ADOPTION: December 4, 2019

Updated: ~~November 15~~Forthcoming, 2022X

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LACEY PARKS, CULTURE & RECREATION

SPONSORSHIP QUESTIONNAIRE

To be considered for a Lacey Parks, Culture & Recreation (LPCR) sponsorship, please answer the following questions. The Director (or designee) will use this information when evaluating a sponsorship proposal; in all cases, the Director (or designee) will have the prerogative to accept or reject the proposal.

CITY OF LACEY MISSION

Our mission is to enrich the quality of life in Lacey for all its citizens, and to build an attractive, inviting, and secure community. Council works in partnership with residents to foster community pride, develop the economy, plan for the future, and the preservation and enhancement of our environment.

1) Do your values align with the City of Lacey Mission?

YES

NO (If NO, please describe why/how)

LACEY PARKS, CULTURE & RECREATION VISION

LPCR creates exceptional events, experiences and environments that delight, educate and inspire the human spirit, connecting people to each other and the past, and building a strong, healthy community.

2) Do your values align with the LPCR Vision?

YES

NO (if NO, please describe why/how)

CITY OF LACEY EQUITY VALUES - ABBREVIATED (draft)

The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege.

3) Do you support all aspects of these values/this statement?

YES

NO (if NO, please describe why/how)

- 4) The City of Lacey is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community. Have you been involved in any controversial equity (including race and social justice) issues?

YES (if YES, please describe the circumstances)

NO

ENVIRONMENTAL STEWARDSHIP

The City of Lacey is committed to environmental stewardship and conservation.

- 5) Have you been involved in any controversial environmental issues?

YES (if YES, please describe the circumstances)

NO

COMMUNITY SUPPORT

- 6) Is there any reason community members would be opposed to you sponsoring City programs?

YES (if YES, please describe the circumstances)

NO

LACEY PARKS, CULTURE & RECREATION

SPONSORSHIP MATRIX

This tool may be used by staff to help review potential sponsorships.

CONSIDERATIONS	NOTES	DETERMINATION
1) Alignment with City mission		
2) Alignment with LPCR vision		
3) Alignment with City equity values		
4) Alignment with environmental stewardship		
5) Alignment with community support		

5.13 Naming of Public Parks, Trails, Parkways, etc.

It is the policy of the City of Lacey to utilize an established procedure to name public spaces, including public parks, trails, parkways, recreation facilities, community buildings, plazas, open space areas, habitat reserves, memorials, and accessories.

In this policy, "person" refers to an individual, corporation, limited liability company, or any other legal or commercial entity.

Eligibility:

To define the criteria and procedures for naming of public spaces.

Criteria:

In the naming of public spaces, consideration shall be primarily given to:

1. Neighborhood, geographic or common name identification.
2. A natural or geological feature.
3. Significant historical events or cultural attributes.
4. A historical figure.
5. A ~~person~~ individual who that has made a significant land and/or monetary contribution to the park system and ~~who~~ has stipulated the name as a condition of the donation.
6. A ~~person~~ individual who that has contributed exceptional civic service to the City of Lacey.
 - a. Facilities shall not ordinarily be named for living ~~persons~~persons, except under the following conditions:
 - 1) The ~~individual in his or her~~person in their lifetime has provided exceptional service to the City of Lacey. This service should be of substantial length and leadership.
 - 2) ~~His or her~~Their accomplishments must have had a measurable effect upon the quality of life within the community, and be directly related to the parks, culture and recreation movement.
 - 3) They fall under the Sponsorship and Naming Rights policy.
7. A ~~person-business entity or organization~~ that has donated a significant parcel of property or facility, or has provided financing for the acquisition of a public space or provided for significant development of a park and/or element within a park.
8. Naming rights may also be granted to a ~~person-business entity~~ for a mutually agreed upon fee pursuant to the policies and procedures outlined in the Parks, Culture and Recreation ~~Corporate~~-Sponsorship and Naming Rights Policy.

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Procedure:

1. The naming of public spaces should be approached without preconceived notions and with patience and deliberation. Parks, Culture and Recreation ~~Corporate~~-Sponsorship and Naming Rights Policy should be considered prior to making a naming rights decision.
2. Timing is important in naming public spaces, since temporary designations tend to be retained. During the development, a number or street designation will be used until the formal naming of the public space. Whenever possible, naming will be made upon closing a purchase or construction of the public space.
3. Once a name has been approved, it should be considered permanent unless a naming rights contract with a specified term has been agreed upon.
4. Suggestions for names may be solicited from organizations and/or individuals, including residents surrounding the property to be named, at the request of the Lacey Parks Board or at the discretion of the City Council. All written suggestions, solicited or not, shall be acknowledged and recorded for consideration.
5. To avoid duplication, confusing similarity or inappropriateness, the Lacey Parks Board, in considering name suggestions, will review existing names in the park system and surrounding area.
6. The City Council, following public review and/or recommendation by the Lacey Parks Board, shall designate names for parks, culture and recreation facilities. The Lacey City Council will have the prerogative of accepting or rejecting all proposals.
7. All portions of a public space will have, as a general rule, the same name as the entire park, trail or facility. However, elements within a public space may be named separately as long as the name does not detract from the intended identity. Thus, the two names can be used in combination, i.e. Beaver Park 's Cleaver Field or Riverfront Park's Blooming Arboretum.
8. Public spaces shall be identified by the established name, and signs shall be maintained as a source of identity and civic pride.
9. Where appropriate, a "Contributors Corner" may be established to honor those who have made significant contributions to the site.
10. Upon approval of the name, the name will be filed with the Fire Department, 911, the Lacey Police Department or any agency/business that would use names as a reference.

Definitions:

1. Lacey Parks Board - an appointed board of eight~~six~~ members representing the citizens
residents of the City of Lacey.
2. Public spaces - all City owned, public parks, parkways, trails, recreation facilities, community buildings, plazas, open space areas, habitat reserves, memorials, and features in the parks,
culture and recreation system of the City of Lacey.
3. Memorials - all sculptures, permanent artwork, fountains, memorial gardens, plazas, and exhibits which honor or commemorate a person(s), group or event.
4. Basic park accessories include typical amenities, i.e. benches, picnic tables, equipment, trees, drinking fountains, game-playground equipment and exhibits.

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SPONSORSHIP AGREEMENT

Sponsor

Company to co-sponsor July 3rd Fireworks for \$5,000, Lacey In Tune for \$3,000 level, and Lacey Lighted Parade for \$1,000.

Designation & Rights

- Co-Presenting Sponsor of the July 3rd Fireworks show*
- Lacey in Tune On Stage Sponsor of Summer Entertainment Series* (July/Aug 16 events)
- Presenting Sponsor of the Lacey Lighted Vehicle Parade (Dec)*

Marketing & Advertising

Sponsor may market the events, and include LPCR branding provided all materials to be approved by Recreation Supervisor prior to release.

City of Lacey Parks, Culture & Recreation

Community Engagement

The Parks, Culture & Recreation department will provide memorable moments and special occasions for Company to connect with the community:

- Prominent booth location at sponsored events.
- Provide a tent, a table, chairs and power if needed for sponsor. Power limitations may apply.

Marketing and Advertising

- Inclusion on City website for promotion of sponsored events
- Social media mentions related to sponsored events
- Inclusion in monthly digital newsletter related to sponsored events
- Logo placement and presenting/participating sponsor status in quarterly brochure* event promotions
- Logo placement and presenting/participating sponsor status in other hard copy promotions (posters, flyers, etc.) for sponsored events*
- Signage at events recognizing Company as presenting/participating sponsor
- Prime promotional booth space featuring Company as presenting/participating sponsor at each event

- Press releases and radio PSAs announcing and promoting presenting/participating sponsorship
- Inclusion in any other promotional outlets for sponsored events

Event Visibility and Participation

Fireworks for July 3rd Fireworks Spectacular* and associated benefits

- Named along with 2-3 other sponsors presenting the fireworks
 - Logo prominently displayed on all promotional materials for event
 - Logo featured on College Street Banner
 - Logo on fireworks launch area on the event map
 - Press releases & radio PSAs announcing & promoting presenting sponsorship
 - Reserved parking spaces at event (up to 4)

Lacey in Tune* and associated benefits

- Logo placement as participating sponsor at On Stage Level for all Tue/Wed/Fri performances
 - 6 Tuesday Night children's Entertainment
 - 6 Wednesday noon concerts
 - 4 Friday night concerts & movies
 - Full screen ad and/or one minute commercial on screen during movie nights
 - Logo prominently placed on all promotional pieces
 - Logo placement on stage banners and signage at park during events
 - Logo inclusion on 2 boulevard banners around park in place May-September
 - Opportunity to educate public on battery recycling with booth at an event with pre-event promotion to encourage participation

Lacey Lighted Parade* and associated benefits

- Presenting Sponsor of Lacey Lighted Vehicle Parade*
 - Logo on all promotional pieces, quarterly brochure, event web page
 - Logo/name on participation recognition pieces for parade participants
 - Announced as sponsor throughout the parade and again at the tree lighting ceremony
 - Logo on banner at park with recorded holiday music and stories through December*

*Some benefits may be unavailable or presented differently due to COVID-19. Gatherings are subject to current health mandates. LPCR is working to continue providing quality community events via virtual, hybrid, and socially distanced formats, while keeping our community safe and healthy.

Term and Total

The term of this agreement is 2022-2024 annual total \$9,000, \$27,000 over 3 years.

July 3 payment due April 1, Lacey in Tune due May 1, Lighted Parade due Sept. 1 annually

Event Cancellation Policy

If a sponsored event(s) is canceled for any reason (e.g., weather, government shutdown, performer cancellation

of contract), if the event cannot be rescheduled, City will refund any of the sponsorship payment not already expended (e.g. promotional materials, swag purchased for event on behalf of sponsor) less 10% of total event sponsorship amount for administration expenses.

Force Majeure Event

Neither party shall be deemed in default hereunder and neither shall be liable to the other party if either party is substantially unable to perform its obligations hereunder by reason of any fire, earthquake, flood, tsunami, hurricane, epidemic, accident, explosion, strike, riot, civil disturbance, act of public enemy, embargo, war, military necessity or operations, act of God, any municipal county, state or national ordinance, law or regulation, any executive or judicial order, or similar event beyond such party’s control.

Release and Waiver

The undersigned hereby releases the City from any and all liability for claims which may arise by virtue this agreement and shall defend, indemnify, and hold harmless the City and its officers, agents, and employees, from losses, damages or injuries.

Nondiscrimination

Sponsor understands and acknowledges that it is the policy of the City to promote non-discrimination. As such, Sponsor represents and warrants that it does not discriminate against any employee or applicant for employment or person to whom it provides services on the basis of race, creed, color, national origin, age, religion, sex, sexual orientation, gender identity and expression, veterans’ status, marital status, genetic information, or the presence of any sensory, mental, or physical disability, and represents and warrants that it complies with all applicable federal, state, and local laws regarding employment.

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CITY OF LACEY

SPONSOR:

By: _____
Jen Burbidge
Parks, Culture & Recreation Director

By: _____
Owner
Company

Adopt-A-Trail / Adopt-A-Park Program Information and Procedures

The trails and parks within the City of Lacey are a great asset to the community but require a substantial amount of labor to maintain them in good condition. To keep these facilities in the best condition possible, Lacey Parks, Culture and Recreation Department ([LPCR](#)) has established an Adopt-A-Trail and Adopt-A-Park program to allow the community to participate in the maintenance and beautification of Lacey's trails and park system. Through this program, volunteers work with ~~Lacey's Parks, Culture and Recreation Department~~[LPCR](#) to adopt selected trails/parks to assume some basic maintenance and cleanup. The Adopt-A-Trail and Adopt-A-Park Program allows those who use the trails/parks to share in their stewardship and ensure they are recreationally satisfying for the whole community.

The Adopt-A-Trail / Adopt-A-Park Program has four main goals:

1. To maintain trails / parks and to provide an enjoyable recreational experience for the community.
2. To help keep trails / parks clear and free from debris in order to have a safe and pleasing environment.
3. To help ensure the trails / parks and its users have minimal impact on the environment.
4. To provide awareness to the public about the importance of trail / park maintenance.

These goals are an essential part of the Adopt-A-Trail and Adopt-A-Park Program. Both volunteers and ~~Lacey Parks, Culture and Recreation Department~~[LPCR](#) are responsible for ensuring these goals are met.

Eligibility

Any ~~person (an individual, corporation, limited liability company, or any other legal or commercial entity) organization, individual, family, business, corporation, or combination thereof~~ may participate in the Adopt-A-Trail / Adopt-A-Park Program. Full eligibility criteria will follow the ~~Parks, Culture and Recreation Department's~~[LPCR Corporate](#) Sponsorship and Naming Rights Policy. The name displayed on the Adopt-A-Trail / Adopt-A-Park recognition sign will be the person's official name ~~_of the organization, individual(s), or business~~. Only the name may be displayed on the sign. No other information may be included.

Term

Agreement lengths are approximately two years with a renewal date for all agreements on January 1st, unless otherwise canceled by either party. Agreements can be terminated by either party upon 30 days notice. The dates are specified on each agreement.

~~Organizations~~Persons whose agreements are terminated for failure to comply with these terms shall be ineligible for further participation for a period of five years from the date of the termination.