

Public Meeting LPRD Sponsorship Policy held Monday, Jan. 23

Attendees:

Bill Reynolds

Lisa Larson

Michael Davidson

Nancy Enfield

Ted Boyle

Should the City of Lawrence solicit sponsorships to support designated Parks and Recreation assets?

3 – Yes 0 – No

Do you think the City of Lawrence should allow sponsorship signage (banners, signs) that meet City of Lawrence sign regulations in/on City of Lawrence owned assets?

2 – Yes 0 – No

1 – No Answer with comment – What are the sign ordinances?

Should the City of Lawrence accept sponsorships that provide sponsorship naming rights with signage for City-owned assets?

2 – Yes 1 – No

Comments:

No Cricket Wireless Amphitheatre name change every 5 years. Don't sell off the integrity of the city. Don't punish the dept. by setting a standard of funding itself.

I don't want to see P&R funding themselves through sponsorships.

I don't want our town to look like a joke. Everyone makes fun of sandstone and no one knows what it is currently named.

What is the best use of staff time? Selling sponsorships is a lot of work.

I am in support of internal signage ex. LMH @ Sports Pavilion

I would encourage commission approval at as low \$ level as possible? City commission votes on much smaller \$ amount projects. If can't do that what about advisory board approval?

I would like to see the level 2 \$ lowered so City manager approves at a lower \$ than \$15,000.00

1) The bottom line is sponsorships help offset the cost of the Parks and Rec operations. I generally don't think corporate sponsorships add to the facility unless their contribution actually decreases costs.

2) I hope that sponsorships are attributed to the facility or event being sponsored. With regard to this, each facility should have its own specific budget for any and all revenue and expenses. This includes but is not limited to operations, facilities, merchandise, salaries, benefits, fringes.

3) Use real numbers.

4) Keep approval authority under one position Dept Dir → City Manager → City Commission

Parks and Recreation should not be renamed for any reason unless is a new Park or trail to be built. Banners and signage should only be in place for summer or until event is over. Tennis court or pickle ball courts on when event is taking place