

RESOLUTION NO. 08-538

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
FEDERAL WAY, WASHINGTON, ADOPTING A SPONSORSHIP
POLICY.**

WHEREAS, Federal Way is built on a foundation of active community involvement, volunteerism, and civic engagement; and

WHEREAS, there are many civic and service groups, organizations, and agencies who contribute to the community by: Caring for the poor, the infirm, the youth, and the aging in the community; Strengthening the community's youth and families; Preserving the community's values and cultural heritage; Enhancing the community's economic wellbeing; and Promoting the community's understanding of and participation in civic affairs; and

WHEREAS, the City wishes to foster these groups, organizations, and agencies and assist in their fundraising efforts when the results provide a significant community benefit; and

WHEREAS, such assistance may be provided through mutually beneficial sponsorships, and free or reduced-fee space including associated services/equipment; and

WHEREAS, the City Council deems it is advisable and necessary to provide a written policy to allow a better, more regular, and open process to grant sponsorships.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF FEDERAL WAY,
HEREBY RESOLVES AS FOLLOWS:

Section 1. Sponsorship Policy. The City of Federal Way hereby adopts the Sponsorship Policy as attached hereto, identified as Exhibit A and hereby incorporated in full by this reference.

Section 2. Adjustment. Unless otherwise specified, the City Manager is authorized to make minor adjustments to the policy to improve its administration and applicability.

Section 4. Severability. If any section, sentence, clause or phrase of this resolution should be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this resolution.

Section 5. Corrections. The City Clerk and/or authors of this resolution are authorized to make necessary corrections to this resolution including, but not limited to, the correction of scrivener/clerical errors, references, resolution numbering, section/subsection numbers and any references thereto.

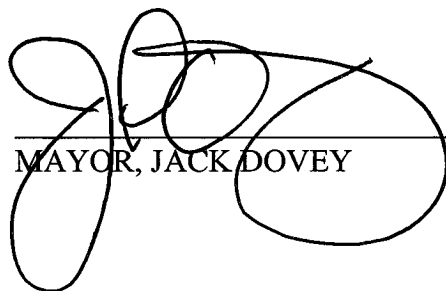
Section 6. Ratification. Any act consistent with the authority and prior to the effective date of this resolution is hereby ratified and affirmed.

Section 7. Effective Date. The policy adopted by this resolution shall be effective January 1, 2009. An act consistent with the authority and prior to the effective date of the resolution is hereby ratified and affirmed.

[signature page follows]

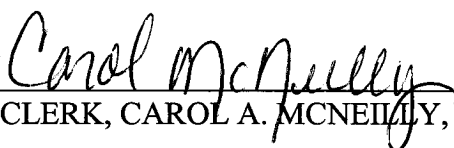
RESOLVED BY THE CITY COUNCIL OF THE CITY OF FEDERAL WAY,
WASHINGTON this 2nd day of December, 2008.

CITY OF FEDERAL WAY



MAYOR, JACK DOVEY

ATTEST:



CITY CLERK, CAROL A. MCNEILLY, CMC

APPROVED AS TO FORM:



CITY ATTORNEY, PATRICIA A. RICHARDSON

FILED WITH THE CITY CLERK: 11-25-2008

PASSED BY THE CITY COUNCIL 12-2-2008

RESOLUTION NO.: 08-538

CITY SPONSORSHIP POLICIES AND PROCEDURES

Adopted 12-2-2008 by Resolution No. 08-538

Effective Date 1-1-2009

Summary of Key Elements:

- 1) Both cash sponsorships, and free or reduced-fee space including associated services/equipment (utilities, etc). (City donation of other in-kind services will be evaluated separately).
- 2) Departments are made whole.
- 3) CM to pay sponsorship costs under a council established cap.
- 4) Council to make decision on exceptions.
- 5) Does not apply to "contract for service", grants, or other support provided by Human Services, Arts, Lodging Tax or other designated funds.

Purpose and Background

The Federal Way community is built on the foundation of active community involvement, volunteerism, and civic engagement. There are many civic and service groups, organizations, and agencies who contribute to the community by:

- Caring for the poor, the infirm, the youth, and the aging in the community;
- Strengthening the community's youth and families;
- Preserving the community's values and cultural heritage;
- Enhancing the community's economic wellbeing; and
- Promoting the community's understanding of and participation in civic affairs.

The City wishes to foster these groups, organizations, and agencies and assist in their fundraising efforts when the results provide a significant community benefit. Such assistance may be provided through mutually beneficial sponsorships, and free or reduced-fee space including associated services/equipment.

Funding Level

The City Council hereby authorizes the City Manager to use Contingency Fund for City sponsorship not to exceed \$30,000 per year. The City Manager is authorized to use this fund to cover costs incurred for revenue losses to revenue generating facilities for free or reduced-fee space and associated services/equipment, and/or to provide out-right financial sponsorship when there are tangible returns to such financial sponsorship such as public acknowledgement.

- Cash sponsorship is limited to up to \$2,500 per civic/service organization per year.
- Free or reduced-fee space rental is subject to a limit of \$1,500 annually per organization. The value of the space will be based on the applicable rate the civic/service organization would have been required to pay. The organization may be required to pay basic janitorial staff time and actual clean up costs.

This guideline/policy should govern sponsorship requiring City General Fund support only. It does not include those designated, special purpose funds, including those amounts set aside in the

General Fund for designated purposes. Further, these sponsorships are not in lieu of special contract for services grants made available under the City's Human Service, Arts Commission, and Lodging Tax Advisory Committee programs. Requests for sponsorship beyond the above funding guidelines should be approved by the City Council.

Eligible Organizations:

An eligible organization is a service or civic organization that is located in or has an office in Federal Way or its Potential Annexation Area (PAA), or an organization that includes Federal Way as part of its service area.

Eligible Events:

An eligible event/activity is one where the City can participate in providing public information about City services (vs. just logo display) or when the net proceeds from such event/activity benefit the poor or infirm in Federal Way and its PAA.

Sponsorship Procedures:

1. The City Manager will establish a review procedure for requests
2. Requestors will complete the attached Sponsorship Request Form and return it to the City Manager's office by the date indicated above for the applicable time period in which the event will be held. The Request Form asks for the following information:
 - a. The name, date, location, anticipated attendance, purpose and description of the event;
 - b. How this event will benefit Federal Way residents;
 - c. What specific sponsorship assistance is requested from the City;
 - d. A list of other requested funders and the requested and committed levels;
 - e. A description of how City's sponsorship will be recognized and if applicable, the market value of such publicity.
3. The City Manager or designee will review request forms and determine sponsorship based on the following criteria:
 - a. Funding availability
 - b. Community support for/participation at the event
 - c. Applicants' need for City funding
 - d. People served are those most in need in the community
 - e. If applicable, publicity/marketing value to the city
4. Funding will be allocated based on the City's experience of demands for each particular time period.
5. For free and reduced-fee space requests, the City will transfer funds to the department who incur the costs/revenue losses directly based on approved internal cost validation. No payment will be made to the requestor.