



JOINT MEETING
WITH THE COMMISSION ON EQUITY AND BOARD OF PARK COMMISSIONERS
NOVEMBER 14, 2022
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 # 828 9803 2825**
(participant ID not required)

NEW: Watch live or as a recording on YouTube. (<https://youtu.be/FiL3mXobOOo>)

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. Corporate Sponsorship Policy Discussion**
- 4. ADJOURN**



**LACEY COMMISSION ON EQUITY &
BOARD OF PARK COMMISSIONERS**
November 14, 2022

SUBJECT: Lacey Parks Corporate Sponsorship Policy

RECOMMENDATION: Review the Corporate Sponsorship Policy and discuss opportunities for enhancement.

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

ATTACHMENTS:

1. Lacey Parks Corporate Sponsorship Policy
2. Lacey Parks Corporate Sponsorship Policy with proposed tracked changes
3. City Council Naming Rights Policy
4. City Mission and Lacey Parks Vision

FISCAL NOTE: NONE

PRIOR REVIEW: The Board of Park Commissioners reviewed at their November 7 and December 5, 2018 Park Board meetings and their September 4, 2019 meeting and City Council reviewed at their January 24, 2019 and December 12, 2019 Worksessions and January 16, 2020 City Council meeting.

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.

In 2018, the City hired a consultant to review the sponsorship opportunities that might be available, review best practices, and recommend changes to the City's Corporate Sponsorship Policy. In summary, the findings were that LPCR is uniquely positioned to partner with businesses and other organizations to help bring programs and events to Lacey and a more formalized sponsorship program should be developed. The Sponsorship Insights & Recommendations Report can be accessed here laceyparks.org/wp-content/uploads/2022/11/Sponsorship-Recommendation-Plan-from-Caravel-Marketing.pdf

In 2019 the Board of Park Commissioners reviewed and recommended updates to the Lacey City Council on City's Corporate Sponsorship Policy and the City Council's Naming Rights Policy. As a part of the update process, other agency sponsorship policies were reviewed, such as Metro Parks Tacoma, Port Angeles Parks and Recreation, Vancouver-Clark Parks and Recreation, and the Washington State Fair. These recommendations were adopted by the Lacey City Council.

In its current form, the Corporate Sponsorship Policy, **Attachment 1**, provides guidance for entering into sponsorship and naming rights agreements with businesses and organizations 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.

In the current policy, sponsors must support the mission and policies for the City of Lacey and LPCR mission, and are evaluated based on the following criteria:

- The compatibility of the corporation's products, customers and promotional goals with the City of Lacey and Lacey Parks and Recreation's mission;
- The corporation's past record of involvement in community and City projects;
- The desirability of Lacey Parks and Recreation to associate with the potential sponsor's business, image, reputation;
- The timeliness or readiness of the corporation to enter an agreement;
- The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation;
- Community support for, or opposition to, this proposal or previous agreements;
- The operating and maintenance costs associated with the proposal; and
- The corporation's record of responsible environmental stewardship.

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 \$65,000 with agreements with the following local businesses and organizations:

- TwinStar Credit Union
- Capital Development Company
- Chick-fil-A
- Interstate Batteries
- Friends of the Timberland Library
- Little Gym
- Boeing Employees Credit Union
- Bill Yount Farmers Insurance
- Navy Federal Credit Union
- Lacey Collision
- South Sound YMCA
- Molina Benefactor
- Heritage Bank
- Lacey Fire
- Columbia Bank
- Washington State Employees Credit Union
- Olympia Federal Savings
- Sequoia's Treehouse
- American Family Insurance

- InterCity Transit
- Capital Heating and Cooling
- US Martial Arts
- Other small sponsorships

Recently the City has received comments and feedback regarding Chick-fil-A, one of the sponsors of the Lacey Children's Day event. All correspondence was included in the October and November Park Board packets, the link is here: [Board of Park Commissioners - Lacey Parks, Culture & Recreation](#) . A letter from Mayor Ryder is included in the October 5, 2022 packet.

For additional background on this sponsor, Lacey Chick-fil-A has sponsored LPCR events in 2021 and 2022. In 2022 their agreement was in the amount of \$9,000 and they were a Participating Sponsor of the Lacey Spring Fun Fair, On Stage Sponsor of Lacey In Tune Summer Concert Series, Participating Sponsor of Play in the Parks, and Presenting Sponsor of Children's Day.

When the City met with the local business owner, he shared that Lacey Chick-fil-A's mission is to become 'the most caring company in Thursday County'. The owner encourages community to come in, not even to make a purchase, but to come in and experience that welcome.

He shared the Corporate Social Responsibility Report [Chick-fil-A 2021 Corporate Social Responsibility Report \(4\).pdf](#) that indicates the four pillars of the corporate responsibility strategy:

- Caring for people through educational opportunities
- Caring for communities through resources that support economic mobility
- Caring for others through food by providing meals
- Caring for the planet through diverting food waste from landfills

To that end, their foundation nationally partners with non-profits that align with the pillars. In addition, each locally owned franchise nominates local non-profits for consideration for the Chick-fil-A Foundation to be considered for support. Lacey Chick-fil-A nominated 'All Kids Win' (local non-profit that supports homeless students) and other non-profits in Lacey for this support. It was important to Lacey Chick-fil-A that they contribute to Lacey's family focused events to show care for the local community.

For more information from Chick-fil-A visit: [Our Giving Philosophy - How Chick-fil-A is Giving Back to Local Communities | Chick-fil-A](#)

After reviewing this information, pursuant to the existing policy, the Parks and Recreation Director determined that the sponsorship aligned with the Lacey Parks Corporate Sponsorship Policy and could proceed with an agreement.

As part of the discussion on the existing Corporate Sponsorship Policy, the City is interested in enhancements to the existing language that could better incorporate equity perspectives.

Currently, the [Draft DEI Strategic Plan](#) (starts on page 6) includes the following strategy under the goal area of Policies, Programs, & Services:

“Provide robust and community-driven park and recreation resources where physical, financial, and social barriers to use are eliminated.”

The City drafted potential updates to the Corporate Sponsorship Policy, **Attachment 2**, for review and discussion at this meeting.

ADVANTAGES:

1. Educate both boards regarding current policy
2. Ensure the Corporate Sponsorship Policy is considered with an equity lens in alignment with the forthcoming DEI Strategic Plan.
3. Bring forth suggested enhancements that could help further the the goals of the City to be a welcoming and inclusive community, where full participation in government is available to all community members.

DISADVANTAGES:

1. None.

CITY OF LACEY PARKS AND RECREATION DEPARTMENT

POLICY NAME: CORPORATE SPONSORSHIP AND NAMING RIGHTS POLICY

DATE: December 4, 2019

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.

Policy Statement

The Park Board of Commissioners 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 Parks and Recreation Department 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.

The Parks and Recreation Department will actively seek sponsors for events, buildings, parks, services and other facilities from corporations, foundations and nonprofit organizations for the purpose of generating revenue, reducing expenses, increasing awareness of parks and recreation programs and complementing the visitor experience. The Parks and Recreation Department will seek to create and enhance relationships with corporations and other organizations through commercial sponsorships and naming rights arrangements. This goal can be accomplished by providing local, regional, and national businesses a method to become associated and involved with the many facilities, activities, and programs provided by the Parks and Recreation Department. 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 that corporate sponsorship and naming rights solicitation and agreements will exist in accordance with the guidelines set forth in this policy.

Definitions

Sponsorship: Sponsorship is a relationship with a business entity where that entity provides money, goods or services to the 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 entity may also receive other benefits, including certain designations, category exclusivity or the use of the Lacey Park and Recreation Department logo.

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

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. Park assets also include marketing assets such as advertising and promotional materials, digital and social media, and signage.

Board of Park Commissioners (Park Board)

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

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

Park Partner

Naming Rights

Title Sponsor

Presenting Sponsor

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 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 and recreation operations by fulfilling the following important goals and objectives:

- Maintain a position of neutrality and preventing the appearance of favoritism or endorsement by the City
- Preventing the risk of imposing objectionable, inappropriate or harmful views on a captive audience
- 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.

Disclaimer of Endorsement: The City's acceptance of an 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.

Eligibility Criteria

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

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

The Director 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:

- The compatibility of the corporation's products, customers and promotional goals with the City of Lacey and Lacey Parks and Recreation's mission;
- The corporation's past record of involvement in community and City projects;
- The desirability of Lacey Parks and Recreation to associate with the potential sponsor's business, image, reputation;
- The timeliness or readiness of the corporation to enter an agreement;

- The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation;
- Community support for, or opposition to, this proposal or previous agreements;
- The operating and maintenance costs associated with the proposal; and
- The corporation's record of responsible environmental stewardship.

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

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 that engage in such activities.

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

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:

Prevention or treatment of illnesses or promotion of personal health;
 Education, training or employment services;
 Arts, culture, or special events;
 Provision of children and family services;
 Provision of services and programs that provide support to low income citizens, senior citizens, or people with disabilities; or
 solicitation by broad-based contribution campaigns that provide funds or goods to charitable organizations active in the above-listed areas.

The following classes of advertising through sponsorship are not authorized online or on City property:

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.

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.

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

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:

Tobacco. Tobacco products, including but not limited to cigarettes, cigars, and smokeless (e.g., chewing) tobacco;

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;

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

Firearms, ammunition or other firearms-related products;

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;

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;

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 and recreation environment, including persons under the age of 18.

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.

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.

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

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.

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

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 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 and recreation system.

Adverse to Parks and Recreation. Advertising that is directly adverse to the commercial or administrative interests of the parks and recreation system, that tends to criticize the quality of service provided by the City, or that tends to criticize parks and recreation generally.

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

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 to communicate any message deemed appropriate by the Parks and Recreation Department.

Responsibility:

The Parks and Recreation Director (or designee) is authorized to enter into corporate sponsorship agreements and naming rights. The Director may seek advice from the Board of Park Commissioners on proposed agreements that do not meet the criteria.

Procedures

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; 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.

Naming rights opportunities will be identified and submitted to the Board of Park Commissioners for approval to seek a corporate naming rights sponsor.

CITY OF LACEY PARKS, CULTURE AND RECREATION DEPARTMENT

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

~~DATE: December 4, 2019~~

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.

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.

~~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 Departmen~~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.

Definitions

Sponsorship: Sponsorship is a relationship with an individual, organization or business entity (all three of which are referred to as “entity” throughout this policy) where that entity provides money, goods or services to the City of Lacey Parks, Culture 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~~ entity may also receive other benefits, including certain designations, category exclusivity or the use of the Lacey Park and RecreationLPCR Department logo.

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

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.

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

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

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

Park Partner: Entities 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.

Naming Rights: Entities 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.

Title Sponsor: Entities 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.

Presenting Sponsor: [Provides entities a support position of an event or program. The entity name follows the event or program name and is positioned as “presented by”.](#)

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 RecreationLPCR](#) 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:

- Maintain a position of neutrality and preventing the appearance of favoritism or endorsement by the City
- Preventing the risk of imposing objectionable, inappropriate or harmful views on a captive audience
- 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.

Disclaimer of Endorsement: [The City does not endorse the products, services, or ideas of any sponsor.](#) The City’s acceptance of an 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.

Eligibility Criteria

Naming rights or sponsorship benefits are limited to the promotion or recognition of [commercial-enterprise and commercial-aenterprise 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.

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

The Director 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:

- The compatibility of the corporation's products, customers and promotional goals with the City of Lacey and ~~Lacey Parks and Recreation's~~LPCR's mission;
- The corporation's past record of involvement in the community and with City projects ~~(expand?)~~;
- The desirability of ~~Lacey Parks and Recreation~~LPCR to associate with the potential sponsor's business, image, reputation, to include local and corporate considerations;
- Community support for, or opposition to, this proposal or previous agreements;
- Impact on the community and park or program experience where the sponsorship is implemented.
- The timeliness or readiness of the corporation to enter an agreement;
- The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the ~~corporation~~entity;
- ~~Community support for, or opposition to, this proposal or previous agreements;~~
- The operating and maintenance costs associated with the proposal; and
- The ~~corporation's~~entity's record of involvement in (amount of time?) of responsible environmental stewardship and race and social equity justice.

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

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 that engage in such activities.

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

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:

Prevention or treatment of illnesses or promotion of personal health;

Education, training or employment services;

Arts, culture, or special events;

Provision of children and family services;

Provision of services and programs that provide support to low-income [citizenscommunity members](#), [senior-citizensolder adults](#), or people [of with all disabilities](#); or

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

The following classes of advertising through sponsorship are not authorized online or on City property:

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.

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.

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

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:

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

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;

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

Firearms, ammunition or other firearms-related products;

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;

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;

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.

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.

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.

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

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.

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

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.

Adverse to Parks, [Culture](#) and Recreation. Advertising that is 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.

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

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 to communicate any message deemed appropriate by the Parks, [Culture](#) and Recreation Department.

Responsibility:

The Parks, [Culture](#) and Recreation 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.~~

Procedures

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](#)

10.16 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.

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. An individual who 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. An individual who has contributed exceptional civic service to the City of Lacey.
 - a. Facilities shall not ordinarily be named for living persons, except under the following conditions:
 - 1) The individual in his or her lifetime has provided exceptional service to the City of Lacey. This service should be of substantial length and leadership.
 - 2) His or her accomplishments must have had a measurable effect upon the quality of life within the community, and be directly related to the park and recreation movement.
7. A 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 business entity for a mutually agreed upon fee pursuant to the policies and procedures outlined in the Parks and Recreation Corporate Sponsorship and Naming Rights Policy.

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 Park 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 Park 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 Park Board, shall designate names for park 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 Park Board - an appointed board of six members representing the citizens 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 park 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 equipment and exhibits.

10.17 Naming of Historical Buildings

It is the policy of the City of Lacey to utilize the following procedures and selection process for recognizing the community's history, places and people.

Purpose:

To define the selection criteria and procedures for recognizing buildings, sites, people, organizations and events important to community's heritage. To amplify and clarify procedure outlined in existing City of Lacey ordinances regarding historical resources. To assure that historical references and recognition are valid, appropriate and timely.

Criteria:

City of Lacey Ordinance No. 531 and Ordinance No. 796 identifies the process or recognizing buildings, streets, areas, districts, sites and other activities associated with the City of Lacey's heritage. The following shall be implemented to augment to existing ordinances:

1. Calendar age will not be a factor in limiting recognition.
2. As an addition to and without alternating the ordinances, recognition may be give to:
 - A. Buildings and sites associated with events important to the City's Heritage.
 - B. Buildings and sites associated with persons important to the City's heritage.
 - C. Significant historical cultural attributes.
 - D. People and organizations that have contributed to the community's history.

- E. An individual (living or deceased) who has made a significant land and/or monetary contribution to the preservation or enhancement of Lacey's historical resources.
- F. An individual who has contributed exceptional civic service to the City of Lacey.
 - a) Recognition is not ordinarily given to living persons, except under the following conditions:
 - 1) The individual in his or her lifetime has provided exceptional service to the City of Lacey. This service should be of substantial length and leadership.
 - 2) His or her accomplishments must have had a measurable effect upon the quality of life within the community, and be directly related to the community's history and development.
- G. An individual or organization that has donated a significant parcel of property or facility, or has provided a majority of the financing for the acquisition of a public facility.
- H. An individual or organization that has undertaken significant activities that further the understanding of the community's heritage.

Selection Process

1. Providing recognition of the community's history, places and people should be approached objectively with patience and deliberation.
2. All suggestions, recommendations and applications for recognizing people, organizations, sites and events that are directly related with the community's history shall be reviewed by the Lacey Historical Commission.
3. The Lacey Historical Commission will provide guidance, background data, and advice to the entity originating the recommendation for recognition, and will submit recommendations to the Lacey City Council for consideration. The Commission, in considering suggestions for recognition, will review existing data known to the Commission.
4. The Lacey City Council will have the prerogative of accepting or rejecting all proposals.
5. Duplicates of recognition may be allowed. Some people or organizations contribute in many ways and can be recognized as appropriate for each action or event.
6. Memorials may be dedicated to the cause for which they were given by an

appropriate plaque or sign under the following conditions:

- A. Requirements are that the building, site, person, organization or event will have met the criteria for recognition.
 - B. The memorials are appropriate for the location and approved by the land owner or City of Lacey department The City of Lacey may, but is not obligated to, replace memorials.
7. Placement of signs or plaques will be considered only on permanent monuments, structures, or facilities.
 8. The donations of items associated with the community's heritage will be encouraged with or without donor information. However, the City will not be obligated to replace the identification placed on the item.
 9. Where appropriate, a "Contributor's Register" may be established at the Lacey Museum or other City facility to honor those who have made significant contributions to the community.

Definitions

1. Lacey Historical Commission - an appointed board of nine members representing the citizens of the City of Lacey. The Commission's actions and responsibilities are identified in City of Lacey Ordinance No. 531 and Ordinance No. 796.

Procedure

1. Suggestions for recognizing historical events, places and people shall be solicited from organizations, individuals and City staff, or may be voluntarily submitted by any citizen. All written suggestions, solicited or not, shall be acknowledged and recorded for consideration by the Lacey Historical Commission.
2. The Lacey Historical Commission may act on any recommendation for recognition at a regularly scheduled meeting, special meeting, or telephone poll.
3. The City Council, following public review and recommendation by the Lacey Historical Commission, shall provide for the specific recognition.
4. Buildings, sites, and other specific facilities shall be identified by the established name, and signs shall be maintained as a source of identity and civic pride.

CITY OF LACEY MISSION

Our mission is to enrich the quality of life in Lacey for all our citizens ... to build an attractive, inviting, and secure community. We pledge to work in partnership with our residents to foster community pride, to develop a vibrant, diversified economy, to plan for the future, and to preserve and enhance the natural beauty of our environment.

PARKS, CULTURE & RECREATION VISION

OLD: The City of Lacey is a community that provides its residents and visitors with convenient access to a wide range of public leisure services and facilities at a reasonable cost. Those services include cultural arts, individual and team sports, aquatics, educational and fitness programs, and special events. The community's well-maintained facilities include neighborhood parks within walking distance of all persons, community parks distributed across the service area, open spaces that support wildlife habitat, and indoor facilities to support recreational programs and provide public meeting space. These facilities are linked by linear pathways for walking and bicycling. Our community protects and enhances our many historic, cultural, and environmental resources.

NEW: Lacey Parks, Culture & Recreation creates exceptional events, experiences and environments that delight, educate and inspire the human spirit, connecting people and building a strong, healthy community.