



Legislation Details (With Text)

File #: ID#21-9040 **Version:** 1 **Name:** Consultant Services for Naming Rights and Sponsorships for Coachman Park Venue and Amenities
Type: Action Item **Status:** Passed
File created: 3/29/2021 **In control:** City Manager's Office
On agenda: 4/15/2021 **Final action:** 4/15/2021
Title: Authorize issuance of an RFP (Request for Proposal) to seek consultant services for naming rights and sponsorships for Imagine Clearwater. (consent)

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
4/15/2021	1	City Council		
4/12/2021	1	Council Work Session		

SUBJECT/RECOMMENDATION:

Authorize issuance of an RFP (Request for Proposal) to seek consultant services for naming rights and sponsorships for Imagine Clearwater. (consent)

SUMMARY:

From the earliest inception of the Imagine Clearwater project and the anticipated redevelopment of Coachman Park, staff has contemplated the opportunity for public support and participation in the expanded waterfront by way of offering naming rights and sponsorship opportunities to residents and the corporate community. As final designs are in place, construction is commencing, and value engineered items are either being added back to the park and or otherwise have been identified, now is the perfect time to move forward on presenting those sponsorship opportunities.

These “revenue enhancement services” present the opportunity for increased public and corporate participation in the waterfront, can help to sustain and improve the park over time, and provide possible complementary opportunities for what type of park conservancy or activation programming the City may ultimately pursue.

For that reason, staff is recommending that Council authorize the issuance of an RFP to seek professional services to provide specific expertise in this area. Specifically, such an effort could include evaluating the potential to engage in fundraising, to assess the feasibility of fundraising, plan fundraising campaigns, and support the active fundraising effort for various capital projects and enhancements. The services that could be included are among other things assessing readiness for a fundraising campaign with a defined goal to be determined. Evaluate the interest and capability of regional and local individual, corporate, foundation, and government leaders, as well as the broader community, to support a capital fundraising campaign. Evaluate the role of a nonprofit organization to facilitate the accepting of contributions (i.e., a Conservancy or “Friends

of" organization). Initial indications are this could be a 3 to 5-month effort.

Council authorization is requested to develop an RFP and solicit firms who can assist the City with marketing and fundraising opportunity for Coachman Park and entertainment venue.

At the April 12 work session, there was council consensus for staff to pursue the informal quote process for consultant services if quotes are \$20,000 or less. If quotes are greater than \$20,000, there was council consensus to issue an RFP for consultant services. Staff was directed to place the item on the Consent Agenda.

APPROPRIATION CODE AND AMOUNT:

N/A

USE OF RESERVE FUNDS:

N/A