

Memorandum

TO: City Council
FROM: Stephanie Schutta , Recreation Program Coordinator
DATE: January 21, 2025
SUBJECT: Shoreview Parks and Recreation Sponsorship Program
ITEM NUMBER: 8.i
SECTION: CONSENT AGENDA

REQUESTED MOTION

To approve the implementation of the Shoreview Parks and Recreation sponsorship program.

INTRODUCTION

The city council is being asked to approve the implementation of the Shoreview Parks and Recreation sponsorship program.

DISCUSSION

Shoreview Parks and Recreation staff have been working to develop a new sponsorship program. The primary goal of the program is to add value to the community by connecting the city with local businesses and organizations. These partnerships create opportunities to invest in the community and help maintain Shoreview's reputation as a great place to live, work, and raise a family.

Partnerships can be key to improving recreation events in Shoreview. Sponsors provide funding, allowing more events and programs to take place. They also offer scholarships to make participation easier for everyone and strengthen support for the Parks and Recreation Department.

The Shoreview Sponsorship Program will provide an opportunity for businesses and organizations to get involved in local events. Sponsors help fund community services, reduce taxpayer costs, and reach their target audience while benefiting the community.

The sponsorship program will include several tiers, ranging from small-scale sponsorships for community programs like senior activities, and educational workshops to larger-scale opportunities like our farmer's market and summer concert series.

Sponsors will be required to adhere to guidelines that ensure their contributions align with the city's mission, values, and goals. There will be restrictions on certain types of businesses participating in the sponsorship program.

Sponsors will be given prominent exposure on materials, websites, social media platforms,

event signage, and printed collateral. They will also be mentioned in press releases, newsletters, and other city communications.

The sponsorship program provides a new source of revenue that could be reinvested into enhancing parks and recreation services and programs. Local businesses and organizations have the opportunity to support parks and recreation initiatives and demonstrate their commitment to the community. Sponsors benefit from increased exposure through city-wide events, programs, and facilities.

Sponsors' charitable contributions to governmental units are tax-deductible under section 170(c)(1) of the Internal Revenue Code if made for a public purpose.

RECOMMENDATION

Based on the foregoing information, it is recommended that the city council approve the implementation of the parks and recreation sponsorship program, including the proposed categories and guidelines.

ATTACHMENTS

[City of Shoreview_Sponsorship Program.pdf](#)