



Legislation Details (With Text)

File #: 19-0003 **Version:** 1 **Name:**
Type: Action Item **Status:** General Agenda
File created: 1/10/2019 **In control:** Recreation Board
On agenda: 1/14/2019 **Final action:**
Title: Approval of recreation sponsorship opportunities
Sponsors:
Indexes:
Code sections:
Attachments: 1. Concept Town of Belleair SO-2918 Rendering - 8-15-17

Date	Ver.	Action By	Action	Result
1/14/2019	1	Recreation Board	approved	Pass

Summary

To: Recreation Board Members
From: Ricky Allison, Parks, Recreation and Public Works Director
Date: 1/14/2019

Subject:
Approval of Recreation Sponsorship Opportunities

Summary:

The Recreation center recently installed scoreboards on both Brewster and East Field. The scoreboards provide an opportunity to add signage for sponsorships in order to increase department revenue and decrease the financial impact of recreation activities for the residents. Currently the recreation center gym sells annual sponsorship space on banners but would also like to increase the number of sponsorship opportunities within the gym.

Previous Commission Action: N/A

Background/Problem Discussion: Sponsorships have long provided the recreation Center with funding opportunities to provide high quality recreation programs and sports leagues. Future funding would allow the quality to improve further as well as provide additional services.

Expenditure Challenges N/A

Financial Implications: Could negatively impact sponsors of events if multiple sponsors are planning on sponsoring only one activity a year.

Recommendation: Staff recommends the approval of the additional sponsorship opportunities.

Proposed Motion Motion to approve the addition of sponsorship opportunities on Football Fields and Basketball Gym.