

**CITY OF HUNTINGTON BEACH  
COMMUNITY SERVICES COMMISSION  
REQUEST FOR ACTION**

**MEETING DATE:** January 14, 2015

**SUBMITTED TO:** COMMUNITY SERVICES COMMISSION

**SUBMITTED BY:** Janeen Laudenback, Community Services Director

**PREPARED BY:** Janeen Laudenback, Community Services Director

**SUBJECT:** Sponsorship Portfolio for the new Senior Center in the Park

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**Statement of Issue:** A conceptual Sponsorship Portfolio is being prepared by City staff with input from the Huntington Beach Council on Aging. The portfolio will be a mechanism to announce a variety of donor opportunities within the community for the new Senior Center in the Park.

**Funding Source:** N/A: Estimated one-time revenue for the new Senior Center in the Park sponsorship program could range from \$500 to \$1 million dollars.

**Recommended Action:**

**Approve the concept of a sponsorship portfolio for the new Senior Center in the Park as presented and make a recommendation for approval to the City Council.**

**Analysis:** City staff is exploring the concept of producing a sponsorship portfolio that includes options for both naming opportunities and donor recognition for businesses and individuals who wish to donate to the new Senior Center in the Park (Center). Options for partnerships will include both “Legacy” donors with room naming opportunities, as well as “Visionary” donors with permanent plaque recognition within the Center. Donated funds would be utilized to pay start-up costs for increased staffing and programming at the center.

Sponsorship amounts and agreements will vary. “Legacy” opportunities will begin at \$25,000 up to \$250,000. Donors will enter into MOU’s or sponsorship agreements with the City, which will memorialize the parameters of the agreement. Possible deal points will include details for items such as appropriate naming language, room marker size, logo placement and font styles for “Legacy Naming”. Samples of signage were obtained from the Oasis Senior Center (Attachment 1). “Visionary” donors will have their name placed in a prominent area of the entry lobby of the Center. Staff is researching concepts for a “Visionary Wall” and will work with an outside designer on a final layout and design of the wall prior to the opening of the Center.

The sponsorship program is an essential component of the overall revenue-generating package to financially support the opening of the new center. Sponsorships generated through this program

will allow for adequate staff and program funding during the “ramp up” period and until such time that the Center begins to generate revenue. The City of Newport Beach has demonstrated that amenities such as the fitness center will eventually become a profit center for the overall operation (Attachment 2). The City of Huntington Beach will follow the Newport Beach model for possible revenue generation through various membership and program opportunities at the Center.

It is staff’s desire to begin working with potential donors and processing the sponsorship agreements as soon as possible, in order that a majority of the revenues will be identified before the end of the 2015 calendar year. Our intent is that the Legacy Naming and Visionary Wall will be in place and all markers complete for the opening of the Center.

Staff will work with the City Attorney to prepare a standard sponsorship for City Council approval that would be used to implement the sponsorship program. Due to the potentially large number of agreements, staff is recommending that the Community Services Director enter into agreements with interested sponsors using the standard sponsorship agreement for sponsors up to \$100,000. Agreements exceeding \$100,000 will be approved by the City Council.

**Environmental Status:** Not applicable

**Attachments:**

	1	Senior Center in the Park – Sponsorship Portfolio