



CITY COUNCIL

ANDY RYDER

Mayor

MALCOLM MILLER

Deputy Mayor

LENNY GREENSTEIN

MICHAEL STEADMAN

CAROLYN COX

ED KUNKEL

ROBIN VAZQUEZ

LACEY CITY COUNCIL AGENDA

MARCH 2, 2023

6:00 P.M.

REMOTE AND IN PERSON

INTERIM CITY MANAGER

RICK WALK

The Lacey City Council meeting will be conducted both remote and in person.

The public may attend the meeting in person in the Council Chambers at Lacey City Hall, 420 College Street SE, Lacey, Washington, or you may view or listen to the meeting by using one of the following platforms:

[Live Meetings](#), [YouTube](#), [Facebook](#), Thurston Community Media, Channel 3 with your local cable provider, or Zoom https://us02web.zoom.us/webinar/register/WN_UVc54VgHS5mQY-hlSXfhjw

The public may listen to the meeting via telephone by dialing toll-free: **(888) 788-0099** or **(877) 853-5247** - when prompted enter Webinar ID **871 6890 7007**

CALL TO ORDER:

1. PLEDGE OF ALLEGIANCE

2. APPROVAL OF AGENDA & CONSENT AGENDA ITEMS:

- A. [Council Worksession minutes of February 9, 2023](#)
- B. [Council minutes of February 16, 2023](#)
- C. [A motion to approve payment of claims, wages, and transfers for February 10, 2023, through February 22, 2023.](#)

**Items listed under the consent agenda are considered to be routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.*

3. PUBLIC RECOGNITIONS AND PRESENTATIONS:

4. PUBLIC COMMENT:

VERBAL PUBLIC COMMENT

Those wishing to provide verbal public comment may do so in-person or by Zoom:

In-Person: Use the sign-up sheet located in the Council Chambers.

*By Zoom: Preregister using the following Zoom link no later than **4:00 p.m. on March 2, 2023:***

https://us02web.zoom.us/webinar/register/WN_UVc54VgHS5mQY-hlSXfhjw

Instructions and access details will be provided once registration is complete.

WRITTEN PUBLIC COMMENT

*Public comments may also be submitted by email to publiccomment@ci.lacey.wa.us. Written comments will be provided to the City Council electronically prior to the meeting. Comments will not be addressed during the Council meeting; however, comments received will be added to the official record. The commenting period will close at **4:00 p.m. on March 2, 2023.***

5. PUBLIC HEARING:

6. PROCLAMATIONS:

- A. [American Red Cross Month](#) (*Justin Mears, Red Cross Volunteer*)

7. REFERRAL FROM PLANNING COMMISSION:

8. REFERRAL FROM HEARINGS EXAMINER:

9. RESOLUTIONS:

- A. [Resolution 1126 - Corporate Sponsorship and Naming Rights Policy](#) (*Shannon Kelley-Fong, Assistant City Manager*)

10. ORDINANCES:

11. MAYOR'S REPORT:

- A. Appointment Recommendations of Bill Fosbre, Chris Porrazzo, and Hillary Dyktsra to the Parks, Culture, and Recreation Board (*Mayor Ryder*)

12. CITY MANAGER'S REPORT:

- A. [Award PW 2023-06 2023 Mullen Rd Sewer Improvements](#) (*Scott Egger, Director of Public Works*)

13. STANDING GENERAL COMMITTEES:

14. OTHER BUSINESS:

15. BOARDS, COMMISSIONS AND COMMITTEE REPORTS:

A. Mayor Andy Ryder:

1. Mayors' Forum
2. Thurston Chamber Shared Legislative Committee
3. Transportation Policy Board (TPB)

B. Deputy Mayor Malcolm Miller:

1. Economic Development Council (CDC)
2. Lodging Tax Advisory Committee (LTAC)
3. Thurston County Coalition Against Trafficking (TCCAT)
4. Thurston Thrives

C. Councilmember Carolyn Cox:

1. Climate Action Steering Committee
2. LOTT Clean Water Alliance
3. Regional Housing Council

D. Councilmember Lenny Greenstein:

1. Emergency Medical Services (EMS)
2. TCOMM911

E. Councilmember Michael Steadman:

1. Community Action Council
2. Nisqually River Council
3. Thurston County Law & Justice Council

F. Councilmember Ed Kunkel:

1. Joint Animal Services Commission (JASCOM)
2. Lacey South Sound Chamber
3. Olympia-Lacey-Tumwater Visitor & Convention Bureau (VCB)
4. Solid Waste Advisory Committee (SWAC)

G. Councilmember Robin Vazquez:

1. Intercity Transit Authority
2. Olympic Region Clean Air Agency (ORCAA)
3. Thurston Regional Planning Council (TRPC)
4. Thurston County Board of Health

16. ADJOURN

**MINUTES OF THE JOINT WORKSESSION
LACEY CITY COUNCIL
AND
LACEY PLANNING COMMISSION
THURSDAY, FEBRUARY 9, 2023
6:00 P.M. – 8:05 P.M.
REMOTE AND IN-PERSON**

To hear the full discussion of a specific topic, or the complete meeting, watch the recorded meeting available on YouTube: <https://www.youtube.com/watch?v=khB7zk0-qhY&list=PL0fqffnajWBqkRa1WitEuNlBbJrDjeqgp&index=1>

COUNCIL PRESENT: MAYOR RYDER, DEPUTY MAYOR MILLER, COUNCILMEMBERS COX, STEADMAN, GREENSTEIN, KUNKEL, AND VAZQUEZ (REMOTE)

COMMISSIONERS

PRESENT: DAVID WASSON (CHAIR), GAIL MADDEN (VICE-CHAIR), EDDIE BISHOP, JUDITH DOYLE, PEG EVANS-BROWN, KYRIAN MACMICHAEL, MARK MININGER, CATHY MURCIA, DAPHNE RETZLAFF

STAFF PRESENT: R. WALK, R. ALMADA, J. BURBIDGE, S. EGGER, D. SCHNEIDER, T. WOO, G. BECK, R. ANDREWS, H. SHEPHERD, E. FONTAINE

ACTION: APPROVE WORKSESSION AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBER GREENSTEIN AND DEPUTY MAYOR MILLER

QUARTERLY CONSTRUCTION UPDATE

STAFF: GRANT BECK, PLANNING AND DEVELOPMENT SERVICES MANAGER

ACTION: INFORMATION ONLY

Grant Beck, Planning and Development Services Manager, provided an overview of the 2022 year and development updates.

Development updates included the sunset of the Community & Economic Development Department's nineteen-year-old software platform, and updating to a proficient software.

Staff highlighted the following improvements in the updated software:

- Online permitting and payments
- 292 online accounts
- 940 credit card payments (\$733,287)
- 19 ACH Payments (\$5,685)

Staff also reviewed specific data within the following topics:

- Staff Changes
- Program Changes (Regional Housing Council and Climate Action Steering Committee)
- Housing Starts
- Commercial & Industrial Permits
- Land Use Permits
- Other Application Duties

JOINT PLANNING – THURSTON COUNTY

STAFF: GRANT BECK, PLANNING AND DEVELOPMENT SERVICES MANAGER
HANS SHEPHERD, SENIOR PLANNER
ACTION: INFORMATION ONLY

Thurston County and the City of Lacey initially agreed upon the process of joint planning in 1988, in part, to protect County resources of agricultural, timber and environmentally sensitive areas from sprawling development. The boundaries were based primarily on what areas were already urbanized, considering developed and vested sites, current and proposed land use designations, and the Regional Sewer Phasing Plan.

The City's joint plan was last officially updated in 2003. Staff presented on joint planning within the Lacey Urban Growth Area (UGA). The following project timeline was presented:

- Project Kickoff (*Winter 2022-2023*)
- Initial Outreach (*Spring 2023*)
- Public Workshops (*Spring 2023*)
- Council Briefings (*Spring/Summer 2023*)
- Refine Plan (*Summer 2023*)
- Open House (*Summer/Fall 2023*)
- Plan Adoption (*Fall 2023*)

Staff also reviewed the following plans and updates that relate to joint planning:

- Planning Commission Work Plan (*Fall 2023*)
- Neighborhood Commercial Districts (*2023*)
- Martin Way Corridor Study (*2023*)
- Parks, Culture, and Recreation Comprehensive Plan (*2023*)
- Transportation Plan (*2023-2024*)
- Water System Plan Update (*2022*)
- Thurston County Comp Plan (*2019/2020*)
- Pedestrian & Bicycle Plan (*2018*)
- City Comp Plan (*2016/2024*)
- Waste Water Plan (*2015*)

Staff discussed the joint plan overview and advised that changes will fall into two categories; general upkeep and those based on new studies and requirements of the Growth Management Act (GMA).

The Mayor and Council led discussions surrounding permit regulations within the UGA. Council recommended identifying a goal that would allow the City to permit Lacey's UGA under city permitting standards in the future.

NEIGHBORHOOD COMMERCIAL UPDATE

STAFF: HANS SHEPHERD, SENIOR PLANNER
ACTION: INFORMATION ONLY

Staff provided an update on the Neighborhood Commercial District (NCD) Forum. The forum is a series of online and in-person community open houses for neighborhoods to speak with City staff, learn about existing zoning standards, ask questions, and provide feedback and ideas on how to update the districts.

Community engagement included 849 survey participants, as well as 75-100 in-person participants. Staff highlighted the survey questionnaires, community feedback for popular ideas and common themes.

Next steps include the following:

- Tenant Outreach (*January – February*)
 - In partnership with our Economic Development Coordinator
 - What it takes to operate a business in these locations
- Survey Analysis: Example Districts (*February – March*)
 - Research example districts for similar code elements.

- Share Findings with Community (March – April)
 - Website Update: <https://cityoflacey.org/neighborhood-commercial-districts/>
 - Gain guidance on code updates
 - Visual Preferencing options
- Public Briefings (April – May)
 - Planning Commission, Land Use & Environment Committee, City Council
- Draft NCD Code Updates (May – June)
 - Public Hearing & Recommendation
 - Council Action

2025 COMP PLAN UPDATE/2023 WORK PROGRAM

STAFF: RYAN ANDREWS, PLANNING MANAGER
HANS SHEPHERD, SENIOR PLANNER

ACTION: ADOPT ITEMS THAT WILL REQUIRE A PLANNING COMMISSION
RECOMMENDATION TO COMPRISE THE 2023 PLANNING COMMISSION
WORK PROGRAM

MOTION: MADE, SECONDED, AND CARRIED BY MAYOR RYDER AND
COUNCILMEMBER STEADMAN

Staff provided a briefing on the Community and Economic Development Department's work program.

The work program makes up the tasks that the Planning Commission will complete within the next year. The work program consists of three major components: Comprehensive Plan amendments, code amendments, and implementation actions.

Staff advised many of the proposed work program items for 2023 are related to the Growth Management Act-required update to the Comprehensive Plan. The updates are due by June 30, 2025.

Staff also presented for review a private-applicant initiated Comprehensive Plan amendment docket application submitted for 2023. The application is for a property-specific Comprehensive Plan amendment and rezone for the Gwinwood Retreat property located off of 30th Avenue SE at the southwest corner of Hicks Lake. The request is to redesignate approximately 7.5 acres from High Density Residential to Open Space Institutional. The application will be formally considered by the City

Council to determine if it will be added to the docket of annual Comprehensive Plan amendments.



**MINUTES OF A REGULAR MEETING OF THE
LACEY CITY COUNCIL
THURSDAY, FEBRUARY 16, 2023,
IN PERSON AND REMOTE ATTENDANCE**

To hear Council's full discussion of a specific topic, or the complete meeting, watch the video-stream available on YouTube – <https://www.youtube.com/watch?v=im6CJaOHR4A>

CALL TO ORDER

Deputy Mayor Miller called the meeting to order at 6:00 p.m.

1. PLEDGE OF ALLEGIANCE

Deputy Mayor Miller led the Pledge of Allegiance.

Council Present:

Deputy Mayor Malcolm Miller
Councilmember Lenny Greenstein
Councilmember Michael Steadman
Councilmember Carolyn Cox
Councilmember Ed Kunkel
Councilmember Robin Vazquez

Council Excused:

Mayor Ryder

Staff Present:

Rick Walk, Interim City Manager
Shannon Kelley-Fong, Assistant City Manager
Jennifer Burbidge, Parks, Culture, and Recreation Director
Scott Egger, Public Works Director
Dave Schneider, City Attorney
Jim Mack, Police Commander
Ryan Andrews, Planning Manager
Scott Devlin, Operations Manager
Elissa Fontaine, Deputy City Clerk

2. APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda Items:

- A. Council Worksession minutes of January 26, 2023.
- B. Council meeting minutes of February 2, 2023.

- C. A motion to approve payment of claims, wages and transfers for January 2, 2023, through February 3, 2023.

COUNCILMEMBER GREENSTEIN MOVED TO APPROVE THE AGENDA AND CONSENT AGENDA. COUNCILMEMBER KUNKEL SECONDED. MOTION CARRIED.

3. PUBLIC RECOGNITIONS AND PRESENTATIONS

- A. **Lacey Youth Report:** Rory Line, Zurysaday Ramirez, and Rianna Joseph, provided highlights on current and upcoming projects and events at their high schools.

4. PUBLIC COMMENT

Verbal Public Comments: The deadline to pre-register to speak via Zoom was 4:00 p.m. the day of the meeting.

Sixteen (16) people signed up to speak at the meeting, but individually confirmed they signed up in support of another agenda item and did not wish to provide public comment:

Two (2) people signed up to speak via Zoom:

Brandi Hansen pre-registered, but was not present on Zoom.

Jeff Loyer, resident of Lacey Urban-Growth Area, spoke against gun shows being hosted at the Lacey Fair Grounds.

Written Public Comments: The deadline to submit written public comments was 4:00 p.m. the day of the meeting. Written comments are not addressed during the meeting; however, they are added to the official record.

No (0) written public comments were received.

5. PUBLIC HEARING

6. PROCLAMATIONS

- A. **Black History Month:** Deputy Mayor Miller and Council proclaimed February 2023, as Black History Month. Melvin Butler, Member of Fred U. Harris Lodge, accepted the proclamation. Hank Sheegog, Member of Fred U. Harris Lodge, provided a verbal presentation and shared various milestones throughout history within the black community.
- B. **World War II Veteran Harvey Drahos:** Deputy Mayor Miller and Council proclaimed February 16, 2023, as Harvey Drahos Day. World War II Veteran, Harvey Drahos, accepted the proclamation.

7. REFERRAL FROM PLANNING COMMISSION

8. REFERRAL FROM HEARINGS EXAMINER

9. RESOLUTIONS

- A. **Resolution No. 1125 – Sole Source Approval:** Scott Devlin, Operations Manager, presented Resolution No. 1125, relating to the Sole Source Approval.

COUNCILMEMBER STEADMAN MOVED TO APPROVE RESOLUTION NO 1125 RELATING TO THE SOLE SOURCE APPROVAL. COUNCILMEMBER KUNKEL SECONDED. MOTION CARRIED.

10. ORDINANCES

11. MAYOR'S REPORT

12. CITY MANAGER'S REPORT

- A. **Interlocal Agreement – Regional Housing Council:** Ryan Andrews, Planning Manager, presented the proposed second amendment for the interlocal agreement with Regional Housing Council (RHC).

COUNCILMEMBER COX MOVED TO AUTHORIZE INTERIM CITY MANAGER TO SIGN THE PROPOSED SECOND AMENDMENT OF THE INTERLOCAL AGREEMENT WITH REGIONAL HOUSING COUNCIL. COUNCILMEMBER VAZQUEZ SECONDED.

DEPUTY MAYOR MILLER, COUNCILMEMBERS COX, STEADMAN, AND VAZQUEZ VOTED IN FAVOR. COUNCILMEMBERS GREENSTEIN AND KUNKEL VOTED AGAINST. MOTION CARRIED.

- B. **Corporate Sponsorship and Naming Rights Policy:** Jennifer Burbidge, Parks, Culture, and Recreation Director, and Shannon Kelley-Fong, Assistant City Manager, presented the proposed updates to the Corporate Sponsorship and Naming Rights Policy to Council.

COUNCIL DIRECTION Council provided feedback and suggested revisions within the language used in the Sponsorship Questionnaire (attachment 3) and the Sponsorship Draft Agreement (attachment 6). Council expressed support in the proposed updates to the policy.

COUNCILMEMBER STEADMAN MOVED TO APPROVE THE UPDATED CORPORATE SPONSORSHIP AND NAMING RIGHTS POLICY, AND CITY COUNCIL POLICY 5.13, WITH THE COUNCIL RECOMMENDED EDITS. COUNCILMEMBER VAZQUEZ SECONDED.

Council and staff led a discussion on the need to bring the policies back to a future meeting for final action.

COUNCILMEMBERS STEADMAN AND VAZQUEZ VOTED IN FAVOR. DEPUTY MAYOR MILLER, COUNCILMEMBERS COX, GREENSTEIN, AND KUNKEL VOTED AGAINST. MOTION FAILED.

13. STANDING COMMITTEES

- A. Finance & Economic Development Committee
Deputy Mayor Miller reported on the January 24, 2023, meeting as alternate.
- B. General Government & Public Safety Committee
Councilmember Kunkel reported on the January 24, 2023, meeting.

14. OTHER BUSINESS

15. BOARDS, COMMISSIONS AND COMMITTEE REPORTS

- A. Mayor Ryder
 - 1. Mayor's Forum – **excused**
 - 2. Thurston Chamber Shared Legislative Committee – **excused**
 - 3. Transportation Policy Board – **excused**
- B. Deputy Mayor Miller
 - 1. Economic Development Council (EDC) – **no report**
 - 2. Lodging Tax Advisory Committee (LTAC) – **no report**
 - 3. Thurston County Coalition Against Trafficking (TCCAT) – **no report**
 - 4. Thurston Thrives – **no report**
- C. Councilmember Cox
 - 1. Climate Mitigation Steering Committee – **no report**
 - 2. LOTT Clean Water Alliance – **made report**
 - 3. Regional Housing Council – **made report**
- D. Councilmember Greenstein
 - 1. Emergency Medical Services (EMS) – **made report**
 - 2. TCOMM911 – **no report**
- E. Councilmember Steadman
 - 1. Community Action Council – **no report**
 - 2. Nisqually River Council – **no report**
 - 3. Thurston County Law & Justice – **no report**

F. Councilmember Kunkel

1. Joint Animal Services Commission (JASCOM) – **made report**
2. Lacey South Sound Chamber – **no report**
3. Olympia-Lacey-Tumwater Visitor & Convention Bureau (VCB) – **no report**
4. Solid Waste Advisory Committee (SWAC) – **no report**

G. Councilmember Vazquez

1. Intercity Transit – **no report**
2. Olympic Region Clean Air Agency – **made report**
3. Thurston Regional Planning Council – **made report**
4. Thurston County Board of Health – **made report**

16. Executive Session

A. Convene to Executive Session regarding Real Estate Acquisition pursuant to RCW 42.30.110(1)(b):

Deputy Mayor Miller convened to an executive session at 8:15 p.m., for 15 minutes, to discuss a real estate acquisition pursuant to RCW 42.30.110(1)(b). The Deputy Mayor will reconvene at 8:30 p.m.

Deputy Mayor Miller reconvened the regular meeting at 8:32 p.m. No action was taken.

Deputy Mayor Miller adjourned the regular meeting at 8:32 p.m.

17. Adjourn

Deputy Mayor Miller adjourned the Council Meeting at 8:32 p.m.

MAYOR: _____

ATTESTED BY CITY CLERK: _____

DATE APPROVED: _____



LACEY CITY COUNCIL MEETING

March 2, 2023

SUBJECT: Disbursement Approval

RECOMMENDATION: By motion, approve payment of claims, wages, and transfers.

STAFF CONTACT: Troy Woo, Finance Director 

ORIGINATED BY: Troy Woo, Finance Department

BACKGROUND:

The action requested of the City Council is by motion to approve payment of claims, wages and transfers for 2/10/2023 through 2/22/2023. The disbursements consist of the following:

Checks:	<u>Week of</u>	<u>Beg. Check No.</u>	<u>End. Check No.</u>	<u>Amount</u>
	2/10/2023	268714	268784	1,277,927.43
	2/17/2023	268785	268851	177,663.70

Electronic Transfers:	<u>Week of</u>	<u>Amount</u>
	2/10/2023	198,240.81
	2/17/2023	270,243.90

Payroll:	<u>Month Ended:</u>	<u>Wages</u>
----------	---------------------	--------------

Significant Disbursements:

<u>Vendor</u>	<u>Amount</u>	<u>Description</u>
Hough Beck & Baird, Inc.	\$ 82,598.55	Cuoio Park Ph. 1a Design
LOTT Wastewater Alliance	\$1,022,084.02	ERU's/ LOTT Reserve Cap Fees
Thurston Co. Public Health	\$ 78,140.36	2023 RHC Contribution
Aclara Technologies, LLC	\$ 199,762.50	Water Meter Reading Sys. Upgrade

CITY OF LACEY
Official Proclamation

WHEREAS, in times of crisis, people in Lacey come together to care for one another. This humanitarian spirit is part of the foundation of our community and is exemplified by American Red Cross volunteers and donors; and

WHEREAS, in 1881, Clara Barton founded the American Red Cross, turning her steadfast dedication for helping others into a bold mission of preventing and alleviating people's suffering; and

WHEREAS, today more than 140 years later, we honor the kindness and generosity of Red Cross volunteers here in Lacey, who continue to carry out Clara's lifesaving legacy. They join the millions of people across the United States who volunteer, give blood, donate financially or learn vital life-preserving skills through the Red Cross; and

WHEREAS, in Lacey the contributions of local Red Cross volunteers give hope to the most vulnerable in their darkest hours – whether it's providing emergency shelter, food and comfort for families devastated by local disasters like home fires; and

WHEREAS, donating essential blood for accident and burn victims, heart surgery and organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease; and

WHEREAS, the Red Cross sponsors the Heroes Café event held in our own Lacey Veterans Services Hub which provides vital resources for veterans as well as active-duty military throughout Thurston County; and

WHEREAS, their work to prevent and alleviate human suffering is vital to strengthening our community's resilience. We dedicate this month of March to all those who continue to advance the noble legacy of founder Clara Barton.

NOW, THEREFORE, I, Andy Ryder, Mayor of the City of Lacey, on behalf of the Lacey City Council, do hereby proclaim March 2023, as

American Red Cross Month

in the City of Lacey and encourage all citizens of Lacey to reach out and support its humanitarian mission.

Mayor Andy Ryder
March 2, 2023



LACEY CITY COUNCIL MEETING

March 2, 2023

SUBJECT: Review of: (1) Lacey Parks, Culture & Recreation Corporate Sponsorship and Naming Rights Policy; and (2) City Council Policy 5.13

RECOMMENDATION: It is recommended that the Council take action on the following two items:

1. Approve the updated Sponsorship and Naming Rights Policy.
2. Adopt Resolution No. 1126 amending the City Council Policy and Procedures Manual as recommended by the Parks, Culture and Recreation Board and the Commission on Equity.

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

ORIGINATED BY: Parks, Culture & Recreation Department

ATTACHMENTS:

1. [Proposed LPCR Sponsorship and Naming Rights Policy Amendments \(clean\)](#)
2. [Proposed LPCR Sponsorship and Naming Rights Policy Amendments \(tracked changes\)](#)
3. [Proposed Sponsorship Questionnaire](#)
4. [Proposed Sponsorship Matrix](#)
5. [Proposed Draft Sponsorship Agreement Example](#)
6. [Proposed Resolution 1126 with Exhibit A](#)

FISCAL NOTE: N/A

PRIOR REVIEW: **Parks, Culture & Recreation Board:**
November 7, 2018 | December 5, 2018 | September 4, 2019

Lacey City Council:
January 24, 2019 | December 12, 2019 | January 16, 2020
February 16, 2023

PRIOR REVIEW: **Parks, Culture & Recreation Board and
Commission on Equity:**
November 14, 2022 | January 25, 2023

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.

LPCR is uniquely positioned to partner with a person (an individual, corporation, limited liability company, or any other legal or commercial entity) that provides money, goods or services to help bring programs and events to Lacey and therefore LPCR has a sponsorship program and policy.

The Corporate Sponsorship and Naming Rights Policy, proposed to be changed to Sponsorship and Naming Rights Policy (hereinafter the “Sponsorship Policy”), provides guidance for entering into sponsorship and naming rights agreements 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. 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 \$69,000.

Due to recent public concerns about corporate sponsors, the Parks, Culture & Recreation Board and Commission on Equity held two joint meetings, the first on November 14, 2022 to discuss potential updates to the Sponsorship Policy, and the second to review the draft updates staff proposed after considering input from both boards. The full meetings can be viewed here:

November 14, 2022: [Commission on Equity/Board of Park Commissioners Joint Meeting - November 14, 2022 - YouTube](#)

January 25, 2023: [Commission on Equity/Parks, Culture and Recreation Board Joint Meeting - January 25, 2023 - YouTube](#)

In brief, at the November 14, 2022 meeting the advisory bodies discussed the following ideas:

1. Creating a more comprehensive and standardized evaluation process for the City to use when reviewing potential sponsors.
2. Adding language to the policy and other sponsorship related materials (e.g., agreements) in alignment with the City's [draft equity goals](#) (and

3. Separating environmental stewardship and equity criteria.

Based on this feedback, the City drafted updates to the Sponsorship Policy and brought the edits back to the advisory bodies on January 25, 2023 for further review and discussion.

The updated draft Sponsorship Policy includes:

1. The addition of a Sponsorship Questionnaire, **Attachment 3**, to be completed prior to City staff pursuing or meeting with a potential sponsor. In addition, the City has drafted a Sponsorship Matrix, **Attachment 4**, to enhance the review and decision-making process for future potential sponsorship requests.
2. Further incorporation of the City's equity commitment in the policy, as well as the Sponsorship Questionnaire, **Attachment 3**, Sponsorship Matrix, **Attachment 4**, and draft Sponsorship Agreement, **Attachment 5**.
3. The separation of environmental stewardship and equity criteria.

The Parks Board and Commission on Equity approved the draft changes as amended and recommended to City Council for final approval.

At the February 16, 2023 City Council meeting, councilmembers suggested a few wording changes to the Sponsorship Questionnaire, **Attachment 3**, and Sponsorship Agreement, **Attachment 5**. These documents contain the tracked changes.

While making these updates to the Sponsorship Policy, Staff thought it would be advantageous to amend the City Council Policy and Procedures Manual in order to:

1. Align Section 5.13 – Naming of Public Parks, Trails, Parkways, etc. with the proposed changes to the Sponsorship Policy; and
2. Update all references to the Parks, Culture & Recreation Board pursuant to Ordinance 1634

ADVANTAGES:

1. Ensures a more comprehensive and standardized review process of potential sponsors.
2. Enhances alignment with the City's commitment to equity and the draft equity goals.

DISADVANTAGES:

1. None.

CITY OF LACEY PARKS, CULTURE AND RECREATION DEPARTMENT

POLICY NAME: SPONSORSHIP AND NAMING RIGHTS POLICY

1. 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 in exchange for providing financial or material in-kind support for a specified park asset or park programs.

2. Policy Statement

The Lacey Parks, Culture & Recreation Board has determined that a Sponsorship and 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.

LPCR will actively seek sponsors for events, buildings, parks, services and other facilities for the purpose of generating revenue, reducing expenses, increasing awareness of parks, culture and recreation programs and complementing the visitor experience. LPCR will seek to create and enhance relationships through sponsorships and naming rights arrangements. This goal can be accomplished by providing a method to become associated and involved with the many facilities, activities, and programs provided by the 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 LPCR that sponsorship and naming rights solicitation and agreements will exist in accordance with the guidelines set forth in this policy.

3. Definitions

- a. **Naming Rights:** A benefit of specified duration to signify the name or trademark of a designated person as part of the name of the park asset specified in the agreement.
- b. **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 LPCR. Park assets also include marketing assets such as advertising and promotional materials, digital and social media, and signage.
- c. **Parks, Culture & Recreation Board (Parks Board):** A board which makes recommendations to the Director of LPCR, the City Council and other City departments with respect to parks, culture and recreation matters.
- d. **Sponsorship:** Sponsorship is a relationship with a person (an individual, corporation, limited liability company, or any other legal or commercial entity) where that person provides money, goods or services to LPCR over a specified term, and in return, the person receives acknowledgement of the sponsorship via specific benefits such as inclusion in marketing materials, signage, digital media, promotions, onsite activation and display area. The person may also receive other benefits, including certain designations, category exclusivity or the use of the LPCR Department logo.

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

- a. **Naming Rights:** Persons 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.
- b. **Park Partner:** Persons 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.
- c. **Presenting Sponsor:** Persons that are interested in the content and audience demographics of a particular program or event. The presenting sponsor is positioned after the event name, for example “Spring Fling presented by Company Name”.

- d. **Title Sponsor:** Persons 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, for example “Company Name Spring Fling”.

5. 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 LPCR 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:

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

6. Disclaimer of Endorsement

The City does not endorse the products, services, or ideas of any sponsor. The City’s acceptance of a sponsorship 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.

7. Eligibility Criteria

- a. Naming rights or sponsorship benefits are limited to the promotion or recognition of enterprise and/or activities that do not compete, impair or conflict with, the mission, policies, goals or operations of the City of Lacey and LPCR, or designated assets or programs.
- b. Sponsors must support the mission and policies for the City of Lacey and LPCR. In general, the following industries are not eligible for sponsorship with LPCR: religious, gambling, alcohol, cannabis, tobacco, firearms, adult entertainment, and political organizations.
- c. The Director (or designee) may use, but is not limited to, the following criteria when evaluating a sponsorship proposal; in all cases, the Director (or designee) will have the prerogative to accept or reject the proposal:
 - i. The compatibility of the person's background, products, customers and promotional goals with:
 - (1) City of Lacey's mission;
 - (2) LPCR's mission;
 - (3) City of Lacey's Equity values and mission;
 - (4) Environmental stewardship;
 - ii. The person's past record of involvement with the City;
 - iii. Community support for, or opposition to, this proposal or previous agreements;
 - iv. Impact on the community and park or program experience where the sponsorship is implemented;
 - v. The timeliness or readiness of the person to enter an agreement;
 - vi. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the person; and
 - vii. The operating and maintenance costs associated with the proposal.
- d. At its discretion, LCPR may reject a sponsorship offer. Circumstances under which this may occur include, but are not limited to:
 - i. The potential sponsor seeks to secure a contract, permit; or

- ii. The potential sponsor seeks to impose conditions that are inconsistent with the City's or LPCR's mission, values, policies, and/or planning documents; or
- iii. The potential sponsor seeks to impose conditions that are inconsistent with the City's Equity values; or
- iv. The potential sponsor seeks to impose conditions that are inconsistent with the City's environmental stewardship values; or
- v. Acceptance of a potential sponsorship would create a conflict of interest or policy; or
- vi. The potential sponsor is in litigation with the City of Lacey.

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

- a. **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 persons that engage in such activities.
- b. **Government Advertising.** Advertising by a federal, state or local government entity that advances specific governmental purpose.
- c. **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:
 - 1. Prevention or treatment of illnesses or promotion of personal health;
 - 2. Education, training or employment services;
 - 3. Arts, culture, or special events;
 - 4. Provision of children and family services;
 - 5. Provision of services and programs that provide support to low-income community members, older adults, or people of all abilities; or
 - 6. Solicitation by broad-based contribution campaigns that provide funds or goods to charitable organizations active in the above-listed areas.

9. Advertising Not Allowed: The following classes of advertising through sponsorship are not authorized online or on City property:

- a. **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.
- b. **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.
- c. **Religious.** Advertising that promotes or opposes any identifiable or specific religion, religious viewpoint, message or practice.
- d. **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:
- e. **Tobacco/Vaping/Smoking.** Tobacco, vaping or smoking products, including but not limited to cigarettes, cigars, vaping devices and smokeless (e.g., chewing) tobacco;
- f. **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;
- g. **Cannabis.** Cannabis, cannabis products, cannabis businesses, or cannabis services;
- h. **Firearms.** Firearms, ammunition or other firearms-related products;
- i. **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 over the age of 18 years.

- j. **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;
- k. **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.
- l. **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.
- m. **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.
- n. **Illegal Activity.** Any advertising that promotes any activity or product that is illegal under federal, state or local law.
- o. **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.
- p. **Threatening Harm.** Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
- q. **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.

- r. **Adverse to City's Mission and Values.** Promoting or engaging in activities that is in conflict with the City's Mission and Values, as adopted or herein after amended.
- s. **Adverse to City's Equity Values.** Promoting or engaging in activities that is in conflict with the City's *draft* Equity Values (*in brief*), "The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege." In addition to the City's *draft* Equity Mission of "The City of Lacey is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community."
- t. **Adverse to Parks, Culture and Recreation.** Promoting or engaging in activities that are in conflict 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.
- u. **Discrimination.** Persons that promote discrimination, or have a record of discrimination on the basis of race, creed, color, national origin, age, religion, sex, sexual orientation, gender, gender identity or expression, veteran's status, marital status, genetic information, or the presence of any sensory, mental, or physical disability, or are unable to accept the City's anti-discrimination language.
- v. **Lights, Noise and Special Effects.** Flashing lights, sound makers, mirrors or other special effects that interfere with a safe atmosphere to the public.

10. 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 person to communicate any message deemed appropriate by the LPCR.

11. Responsibility

The LPCR Director (or designee) is authorized to enter into sponsorship agreements and smaller area (e.g., single field) naming rights. The Director may seek advice from the Parks Board, or other City advisory body, on proposed agreements.

12. Procedure

Persons proposing to be considered shall submit a Sponsorship Questionnaire to LPCR, **Attachment 1**.

The Director (or Designee) may use the Sponsorship Matrix to help review potential sponsorships, **Attachment 2**.

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 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 Parks Board for approval to seek a 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 5.13 Naming of Public Parks, Trails, Parkways).

ORIGINAL DATE OF ADOPTION: December 4, 2019

Updated: Forthcoming, 202X

CITY OF LACEY PARKS, CULTURE AND RECREATION DEPARTMENT

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

DATE: ~~December 4, 2019~~

1. 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.

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

2. 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.

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

~~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 Department~~ 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 a person (a corporation, limited liability company, or any other legal or commercial entity) business entity where that entity provides money, goods or services to LPCR 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 person may also receive other benefits, including certain designations, category exclusivity or the use of the Lacey Park and Recreation Department logo.~~

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

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

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

b. **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.

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

c. **Board of Park Commissioners (Park Board) Parks, Culture & Recreation Board (Parks Board)**

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

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

d. **Sponsorship:** Sponsorship is a relationship with a person (an individual, corporation, limited liability company, or any other legal or commercial entity) where that person provides money, goods or services to LPCR over a specified term, and in return, the person receives acknowledgement of the sponsorship via specific benefits such as inclusion in marketing materials, signage, digital media, promotions, onsite activation and display area. The person may also receive other benefits, including certain designations, category exclusivity or the use of the LPCR Department logo.

3. Examples of Types of Sponsorships: –(but not limited to)

Park Partner

a. Naming Rights: Persons 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.

b. Park Partner: Persons 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.

c. Presenting Sponsor: Persons that are interested in the content and audience demographics of a particular program or event. The presenting sponsor is positioned after the event name, for example “Spring Fling presented by Company Name”.

d. Title Sponsor: Persons 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, for example “Company Name Spring Fling”.

Presenting Sponsor

4. 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/LPCR** 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:

- 1. a.** Maintain a position of neutrality and preventing the appearance of favoritism or endorsement by the City

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Indent: Left: 0.5", Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

~~2.1.~~ b. Preventing the risk of imposing objectionable, inappropriate or harmful views on a captive audience

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single

~~3.~~ c. Preventing any harm or abuse that may result from running objectionable, inappropriate or harmful advertisements

Formatted: Indent: Left: 0.5", Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

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.

5. Disclaimer of Endorsement: ~~The City does not endorse the products, services, or ideas of any sponsor.~~ The City's acceptance of a ~~sponsorship 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: 12 pt

6. Eligibility Criteria

a. Naming rights or sponsorship benefits are limited to the promotion or recognition of ~~commercial enterprise and commercial enterprise 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 Recreation~~ LPCR, or designated assets or programs.

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

b. ~~Corporate~~ sSponsors 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.

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

c. ~~_____~~ The Director (or designee) 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:

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

1. i. ~~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 compatibility of the ~~entity's~~ person's background, products, customers and promotional goals with:

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single

o ~~the~~ City of Lacey's mission;

o LPCR's mission

o City of Lacey's Equity values and mission

o Environmental stewardship

~~The compatibility of the entity's background, products, customers and promotional goals with the City of Lacey and LPCR's mission;~~

~~The compatibility of the entity's background, products, customers and promotional goals with the City of Lacey's Equity values and mission;~~

~~The compatibility of the entity's background, products, customers and promotional goals with environmental stewardship;~~

1. _____

2. ii. The ~~entityperson's~~ corporation's past record of involvement in community and with the City project's (expand?);

iii. The desirability of Lacey Parks and Recreation ~~LPCR~~ to associate with the potential sponsor's business, image, reputation; Community support for, or opposition to, this proposal or previous agreements;

iv. Impact on the community and park or program experience where the sponsorship is implemented;

3. v. The timeliness or readiness of the ~~entityperson~~ corporation to enter an agreement;

4. vi. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the ~~corporation~~ person; and

5. Community support for, or opposition to, this proposal or previous agreements;

6. vii. The operating and maintenance costs associated with the proposal; and

7. ~~The corporation's entity's record (amount of time?) of responsible environmental stewardship and race and social equity justice.~~

Ethical Considerations. Sponsorships are an important way in which Parks can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration. Prior to pursuing any Sponsorship Agreement, the attached Sponsorship Questionnaire must be completed.

On occasions. At its discretion, Parks ~~LCPR~~ may need to reject a sponsorship offer. Circumstances under which this may occur include, but are not limited to:

i. The potential sponsor seeks to secure a contract, permit, or

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single

Formatted: Indent: Left: 0.5", Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

Formatted: Indent: Left: 0.5", Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

Formatted: Indent: Left: 0.5", Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single

Formatted: Indent: Left: 0.5", Space Before: 6 pt, After: 6 pt, Line spacing: single, No bullets or numbering

Formatted: Font: (Default) Arial, 12 pt, Font color: Black

Formatted: Font: (Default) Arial, 12 pt

Formatted: Left, Indent: Left: 0", Line spacing: single, Tab stops: Not at 1" + 1.5" + 2" + 2.5" + 3" + 3.5" + 4" + 4.5" + 5" + 5.5" + 6"

Commented [JB1]: Not sure if we need to state "ethical considerations" if the policy and the questionnaire contemplate the considerations already.

Formatted: Font: (Default) Arial, 12 pt

Formatted: Font: (Default) Arial, 12 pt

Formatted: Font: (Default) Arial, 12 pt

Formatted: Normal, Line spacing: single

Formatted: Normal, Justified, Tab stops: 1", Left + 1.5", Left + 2", Left + 2.5", Left + 3", Left + 3.5", Left + 4", Left + 4.5", Left + 5", Left + 5.5", Left + 6", Left

Formatted: Font: (Default) Arial, 12 pt

Formatted: Font: (Default) Arial, 12 pt

Formatted: Font: (Default) Arial

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single, Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 9 + Alignment: Left + Aligned at: 0.5" + Indent at: 0.75"

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial, Font color: Black

- ii. ~~The potential sponsor seeks to impose conditions that are inconsistent with the City's or LPCR's Parks mission, values, policies, and/or planning documents; or,~~
- iii. ~~The potential sponsor seeks to impose conditions that are inconsistent with the City's Equity values; or,~~
- iv. ~~The potential sponsor seeks to impose conditions that are inconsistent with the City's environmental stewardship values; or,~~
- v. ~~Acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company; or,~~
- vi. ~~The potential sponsor is in litigation with the City of Lacey.~~

~~All entities proposing to be considered shall submit a Sponsorship Questionnaire to LPCR, Attachment 1.~~

~~The Director (or Designee) may use the Sponsorship Matrix to help review potential sponsorships, Attachment 2.~~

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

a. 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~~ persons that engage in such activities.

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

c. 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:

- 1. Prevention or treatment of illnesses or promotion of personal health;
- 2. Education, training or employment services;
- 3. Arts, culture, or special events;
- 4. Provision of children and family services;

Formatted: Font: (Default) Arial

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single, Numbered + Level: 1 + Numbering Style: i, ii, iii, ... + Start at: 2 + Alignment: Left + Aligned at: 1" + Indent at: 1.5"

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font color: Black

Formatted: Font color: Black

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single, Numbered + Level: 1 + Numbering Style: i, ii, iii, ... + Start at: 2 + Alignment: Left + Aligned at: 1" + Indent at: 1.5"

Formatted: Font: (Default) Arial, Font color: Black

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial, Font color: Black

Formatted: Font: (Default) Arial

Formatted: Font color: Black

Formatted: Not Highlight

Formatted: Indent: Left: 0.5"

Formatted: Not Highlight

Formatted: Not Highlight

Formatted: Indent: Left: 0.5"

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Space Before: 6 pt, After: 6 pt, Line spacing: single, Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

5. Provision of services and programs that provide support to low-income ~~citizens~~community members, ~~senior citizens~~older adults, or people ~~of with all~~ disabilities; or

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

8. Advertising Not Allowed: The following classes of advertising through sponsorship are not authorized online or on City property:

a. 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.

b. 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.

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

d. 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:

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

f. 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;

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

h. Firearms. Firearms, ammunition or other firearms-related products;

i. 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 ~~over the age of~~ 18 years, ~~or older~~;

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Bold

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

i. 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;

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

k. 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

l. 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

m. 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

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

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

o. 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

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

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

q. 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

r. Adverse to City's Mission and Values. Promoting or engaging in activities that is in conflict with the City's Mission and Values, as adopted or herein after amended.

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

s. Adverse to City's Equity Values. Promoting or engaging in activities that is in conflict with the City's *draft* Equity Values (*in brief*) of "The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege." In addition to the City's *draft* Equity Mission of "The City of Lacey is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community."

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: Italic

Formatted: Font: Italic

Formatted: Font: (Default) Arial

Formatted: Font: Italic

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

t. Adverse to Parks, Culture and Recreation. ~~Advertising~~ Promoting or engaging in activities that ~~is~~ are in conflict 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.

Formatted: Font: Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

u. Discrimination. ~~Facilities will not be made available to any group or organization.~~ ~~Entities~~ Persons that promotes discrimination, or has a have a -record of discrimination on the basis of race, creed, color, national origin, age, religion, sex, sexual orientation, gender, gender identity or expression, veteran's status, marital status, genetic information, ~~age, sexual orientation, or the presence of any sensory, mental, or physical disability~~, or are unable to accept the City's anti-discrimination language. ~~Permission to use the facility does not constitute an endorsement of a group's philosophies, policies, or beliefs.~~

Formatted: Font: (Default) Arial, Bold

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: (Default) Arial, Bold

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font: (Default) Arial

Formatted: Font: Bold

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

Formatted: Numbered + Level: 1 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

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

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

10. Responsibility:

The ~~Parks and Recreation~~ LPCR 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.~~

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Left

11. Procedure:

Persons proposing to be considered shall submit a Sponsorship Questionnaire to LPCR, Attachment 1.

The Director (or Designee) may use the Sponsorship Matrix to help review potential sponsorships, Attachment 2.

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 5.13 Naming of Public Parks, Trails, Parkways).

ORIGINAL DATE OF ADOPTION: December 4, 2019

Updated: ~~November 15~~ ~~Forthcoming, 2022~~

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Indent: Left: 0"

LACEY PARKS, CULTURE & RECREATION

SPONSORSHIP QUESTIONNAIRE

To be considered for a Lacey Parks, Culture & Recreation (LPCR) sponsorship, please answer the following questions. The Director (or designee) will use this information when evaluating a sponsorship proposal; in all cases, the Director (or designee) will have the discretion to accept or reject the proposal pursuant to the City of Lacey Parks, Culture and Recreation Sponsorship and Naming Rights Policy.

The definition of “person” in the Sponsorship and Naming Rights Policy and the Sponsorship Questionnaire is: an individual, corporation, limited liability company, or any other legal or commercial entity.

The use of “you” in the Sponsorship Questionnaire refers to which type of “person” has inquired about being a sponsor. Franchises, subsidiaries, or any other subdivision of a corporation will need to answer the following questions with “you” referring to the local company as well as the overall corporation.

CITY OF LACEY MISSION

Our mission is to enrich the quality of life in Lacey for all its citizens, and to build an attractive, inviting, and secure community. Council works in partnership with residents to foster community pride, develop the economy, plan for the future, and the preservation and enhancement of our environment.

- 1) Please describe how your values align with the City of Lacey’s Mission.

OPEN ENDED

LACEY PARKS, CULTURE & RECREATION VISION

LPCR creates exceptional events, experiences and environments that delight, educate and inspire the human spirit, connecting people to each other and the past, and building a strong, healthy community.

- 2) Please describe how your values align with the LPCR’s Vision?

OPEN ENDED

CITY OF LACEY EQUITY VALUES - ABBREVIATED (*draft*)

The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege.

- 3) Please describe how you align with the City’s equity values.

OPEN ENDED

The City of Lacey is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community.

- 4) Please describe equity (including race and social justice) initiatives or work that you have been involved in.

OPEN ENDED

ENVIRONMENTAL STEWARDSHIP

- 5) The City of Lacey is committed to environmental stewardship, sustainability and conservation.

Please describe any environmental stewardship, sustainability, or conservation initiatives or work that you have been involved in.

OPEN ENDED

COMMUNITY SUPPORT

- 6) Do you know of any reasons community members would be opposed to you sponsoring City programs?

OPEN ENDED

OTHER

- 7) Is there anything else you would like the City of Lacey to know?

OPEN ENDED

LACEY PARKS, CULTURE & RECREATION

SPONSORSHIP MATRIX

This tool may be used by staff to help review potential sponsorships.

CONSIDERATIONS	NOTES	DETERMINATION
1) Alignment with City mission		
2) Alignment with LPCR vision		
3) Alignment with City equity values		
4) Alignment with environmental stewardship		
5) Alignment with community support		



SPONSORSHIP AGREEMENT

Sponsor

Company to co-sponsor July 3rd Fireworks for \$5,000, Lacey In Tune for \$3,000 level, and Lacey Lighted Parade for \$1,000.

Designation & Rights

- Co-Presenting Sponsor of the July 3rd Fireworks show*
- Lacey in Tune On Stage Sponsor of Summer Entertainment Series* (July/Aug 16 events)
- Presenting Sponsor of the Lacey Lighted Vehicle Parade (Dec)*

Marketing & Advertising

Sponsor may market the events, and include LPCR branding provided all materials to be approved by Recreation Supervisor prior to release.

City of Lacey Parks, Culture & Recreation

Community Engagement

The Parks, Culture & Recreation department will provide memorable moments and special occasions for Company to connect with the community:

- Prominent booth location at sponsored events.
- Provide a tent, a table, chairs and power if needed for sponsor. Power limitations may apply.

Marketing and Advertising

- Inclusion on City website for promotion of sponsored events
- Social media mentions related to sponsored events
- Inclusion in monthly digital newsletter related to sponsored events
- Logo placement and presenting/participating sponsor status in quarterly brochure* event promotions
- Logo placement and presenting/participating sponsor status in other hard copy promotions (posters, flyers, etc.) for sponsored events*
- Signage at events recognizing Company as presenting/participating sponsor
- Prime promotional booth space featuring Company as presenting/participating sponsor at each event

- Press releases and radio PSAs announcing and promoting presenting/participating sponsorship
- Inclusion in any other promotional outlets for sponsored events

Event Visibility and Participation

Fireworks for July 3rd Fireworks Spectacular* and associated benefits

- Named along with 2-3 other sponsors presenting the fireworks
 - Logo prominently displayed on all promotional materials for event
 - Logo featured on College Street Banner
 - Logo on fireworks launch area on the event map
 - Press releases & radio PSAs announcing & promoting presenting sponsorship
 - Reserved parking spaces at event (up to 4)

Lacey in Tune* and associated benefits

- Logo placement as participating sponsor at On Stage Level for all Tue/Wed/Fri performances
 - 6 Tuesday Night children's Entertainment
 - 6 Wednesday noon concerts
 - 4 Friday night concerts & movies
 - Full screen ad and/or one minute commercial on screen during movie nights
 - Logo prominently placed on all promotional pieces
 - Logo placement on stage banners and signage at park during events
 - Logo inclusion on 2 boulevard banners around park in place May-September
 - Opportunity to educate public on battery recycling with booth at an event with pre-event promotion to encourage participation

Lacey Lighted Parade* and associated benefits

- Presenting Sponsor of Lacey Lighted Vehicle Parade*
 - Logo on all promotional pieces, quarterly brochure, event web page
 - Logo/name on participation recognition pieces for parade participants
 - Announced as sponsor throughout the parade and again at the tree lighting ceremony
 - Logo on banner at park with recorded holiday music and stories through December*

*Some benefits may be unavailable or presented differently due to COVID-19. Gatherings are subject to current health mandates. LPCR is working to continue providing quality community events via virtual, hybrid, and socially distanced formats, while keeping our community safe and healthy.

Term and Total

The term of this agreement is 2022-2024 annual total \$9,000, \$27,000 over 3 years.

July 3 payment due April 1, Lacey in Tune due May 1, Lighted Parade due Sept. 1 annually

Event Cancellation Policy

If a sponsored event(s) is canceled for any reason (e.g., weather, government shutdown, performer cancelation

of contract), if the event cannot be rescheduled, City will refund any of the sponsorship payment not already expended (e.g. promotional materials, swag purchased for event on behalf of sponsor) less 10% of total event sponsorship amount for administration expenses.

Force Majeure Event

Neither party shall be deemed in default hereunder and neither shall be liable to the other party if either party is substantially unable to perform its obligations hereunder by reason of any fire, earthquake, flood, tsunami, hurricane, epidemic, accident, explosion, strike, riot, civil disturbance, act of public enemy, embargo, war, military necessity or operations, act of God, any municipal county, state or national ordinance, law or regulation, any executive or judicial order, or similar event beyond such party's control.

Release and Waiver

The undersigned hereby releases the City from any and all liability for claims which may arise by virtue this agreement and shall defend, indemnify, and hold harmless the City and its officers, agents, and employees, from losses, damages or injuries.

Anti-discrimination

The City has no tolerance for discrimination. Sponsor represents and warrants that it does not discriminate against any employee or applicant for employment or person to whom it provides services on the basis of race, creed, color, national origin, age, religion, sex, sexual orientation, gender identity and expression, veterans' status, marital status, genetic information, or the presence of any sensory, mental, or physical disability, and represents and warrants that it complies with all applicable federal, state, and local laws regarding employment.

This agreement entered into on this _____ day of _____ 20__

CITY OF LACEY

SPONSOR:

By: _____
Jen Burbidge
Parks, Culture & Recreation Director

By: _____
Owner
Company

RESOLUTION NO. 1126

CITY OF LACEY

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LACEY RELATED TO THE CITY COUNCIL POLICIES AND PROCEDURES MANUAL.

WHEREAS, on June 9, 2011, the Lacey City Council adopted the Council Policies and Procedures Manual to standardize the process for implementing current and new Council practices, procedures, and policies; and

WHEREAS, on January 19, 2023, the Lacey City Council adopted Ordinance 1634 which changed the Board of Park Commissioners official name to the “Parks, Culture and Recreation Board”; and

WHEREAS, Sections 2.14, 2.15 and 2.16 of the City Council Policies and Procedures Manual refer to the “Board of Park Commissioners,” which should now be amended to reflect the provisions of Ordinance 1634; and

WHEREAS, the Parks, Culture and Recreation Board, together with the City’s Commission on Equity, jointly reviewed and recommended changes to the city’s Sponsorship and Naming Rights Policy; and

WHEREAS, on March 2, 2023, the City Council approved the recommended changes to the city’s Sponsorship and Naming Rights Policy; and

WHEREAS, Section 5.13 of the City Council Policy and Procedures Manual, titled “Naming of Public Parks, Trails, Parkways etc.” should be amended to align with the city’s updated Sponsorship and Naming Rights Policy.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LACEY, WASHINGTON, that the Council Policies and Procedures Manual shall be updated to include changes as set forth in Exhibit A.

PASSED BY THE CITY COUNCIL OF THE CITY OF LACEY, WASHINGTON, this 2nd day of March, 2023.

LACEY CITY COUNCIL

By_____

Mayor

Attest:

City Clerk

Approved as to form:

City Attorney

Exhibit A

2.14 Advisory Boards and Commissions

Community members serve on Lacey's Boards and Commissions in an advisory role and make recommendations on issues related to land use, zoning, social services, parks, library services, and historical matters. Community involvement is a key element in the Council's decision-making process. The duties and responsibilities of advisory boards and commission members are defined in the [Lacey Municipal Code](#) (LMC), the [Revised Code of Washington](#) and through intergovernmental agreements. Prior to serving on one of Lacey's Advisory Boards and Commissions, the full Council shall confirm all advisory board and commission appointments forwarded by the Mayor.

If a member resigns prior to his/her term expiration, a letter of resignation will be submitted to the Mayor, or City Manager for the Civil Service Commission. If a member serves a complete term and does not seek reappointment, they will be recognized by the Mayor at a regular Council meeting. The City Clerk's office coordinates the recruitment process to fill vacancies on Council Boards and Commissions. Positions are advertised on the City's website, through local media, and by word of mouth. Prior to interviews, copies of applications, letters of interest, and resumes are forwarded to Council to provide an opportunity to comment to the Mayor. Potential candidates are interviewed by the Mayor and staff liaison to the Board/Commission. The Mayor appoints, subject to confirmation by Council, at the next regular Council meeting, with the exception of the Civil Service Commission.

Codified Boards and Commissions are defined in the [Lacey Municipal Code](#) as City law, or in the Revised Code of Washington as state law. Additionally, the [Boards and Commissions Standards, Protocols, and Ground Rules Handbook](#) is available online.

Planning Commission

The nine-member Planning Commission develops recommendations for long-range comprehensive planning goals and policies in the City and areas outside the City, which may seek annexation. The Planning Commission determines its own meeting times and location.

Reference:	LMC 2.32
Length of Term:	Three Years
Term Limit:	Two Terms
Number of Members:	Nine Commissioners

Residency Requirements:	Seven of the nine Planning Commissioners must be Lacey City residents. The remaining two Commissioners may be either Lacey residents or residents of Lacey's Urban Growth Area.
-------------------------	---

Who Appoints:	The Mayor appoints Planning Commissioners, subject to confirmation by the Council.
---------------	--

Historical Commission

The eight-member Historical Commission provides leadership in raising awareness of Lacey's history and preservation of local historic resources. The commission guides creation of public education and interpretive programs, encourages conservation of items and properties that are of historic significance, and reviews nominations to the Lacey Register of Historic Places. The Historical Commission determines its own meeting times and location.

Reference: [LMC 2.42](#)
Length of Term: Three Years
Term Limit: Two Terms
Number of Members: Seven Commissioners, plus one youth representative

Residency Requirements: Five of the seven Commissioners must be Lacey City residents. Two of the seven Commissioners must be professionals with a background in history, architecture, planning, or American studies. The Lacey Youth Council appoints one member to serve as the youth representative to the Historical Commission.

Who Appoints: The Mayor appoints Historical Commissioners, subject to confirmation by the Council. A member of the Lacey Youth Council serves as the Youth Representative, as appointed by the Mayor and confirmed by Council.

~~Board of Parks, Culture & Recreation Board Commissioners~~

The eight-member* commission makes recommendations to the Council regarding planning, promotion, acquisition, construction, and development of parks and open spaces, recreation facilities and recreation programs. The ~~Board of Parks Commissioners~~Parks, Culture & Recreation Board determines its own meeting times and location.

Reference: [LMC 2.44](#)
Length of Term: Three Years
Term Limit: Two Terms
Number of Members: Seven Commissioners*, plus one youth representative

Residency Requirements: Four of the five Commissioners must be Lacey City residents. One of the five Commissioners can be either a Lacey City resident or a resident of Lacey's Urban Growth Area. The Lacey Youth Council appoints one member to serve as the youth representative to the ~~Board of Parks Commissioners~~Parks, Culture & Recreation Board.

Who Appoints: The Mayor appoints ~~Board of Parks Commissioners~~Parks, Culture & Recreation Board, subject to confirmation by the Council. A member of the Lacey Youth Council serves as the Youth Representative, as appointed by the Mayor and confirmed by Council.

* Per [Ordinance 1601](#), Park Board Membership, the number of Parks Commissioners was increased on September 16, 2021. This change will be included in a future update.

Library Board

The six-member Lacey Library Board, comprised of five general members and one youth representative, assists in facilitating long-range planning for library capital facility needs and recommends building improvements for the Lacey Timberland Library. The Board selects its own chairperson and officers from its membership. Lacey's Timberland Library has one of the highest circulations of the 27 libraries in the Timberland Regional Library system. The Library Board determines its own meeting times and location.

Reference:	LMC 2.46
Length of Term:	Five Years
Term Limit:	Two Terms
Number of Members:	Five Board Members, plus one youth representative
Residency Requirements:	Four of the five Board Members must be Lacey City residents. One of the five Board Members can be either a Lacey City resident or a resident of Lacey's Urban Growth Area. The Lacey Youth Council appoints a Lacey Youth Councilmember to serve as the youth representative.
Who Appoints:	The Mayor appoints Library Board Members, subject to confirmation by the Council. A member of the Lacey Youth Council serves as the Youth Representative, as appointed by the Mayor and confirmed by Council.

Commission on Equity

The eight-member Commission on Equity, comprised of seven general members and one youth representative, work to identify and advance opportunities that will create a more welcoming community, continue critical conversations on race and equity, seek greater participation from underrepresented community members, and identify existing gaps and barriers which could prevent full participation in government and public policy.

Reference:	LMC 2.34
Length of Term:	Three Years
Term Limit:	Two, if there are no applicants for a vacant term on month prior to the expiration of the term, the incumbent may be reappointed to an additional three-year term
Number of Members:	Seven Commissioners, plus one youth representative

Residency Requirements: Commissioners may be a Lacey City resident or reside within Lacey's Urban Growth Area.

Who Appoints: The Mayor appoints Equity Commissioners, subject to confirmation by Council. A member of the Lacey Youth Council serves as the Youth Representative, as appointed by the Mayor and confirmed by Council.

LEOFF Disability Board (Law Enforcement Officers Fire Fighters)

The 5-member Law Enforcement Officers and Fire Fighters (LEOFF) Disability Board administers LEOFF I benefits and entitlements. The LEOFF Disability Board determines its own meeting times and location.

Reference: [RCW 41.26.110](#)
Length of Term: Two Years
Term Limit: No term limit
Number of Members: Five Board Members

Residency Requirements: Two members must currently serve on the Lacey Council. Two members must be active or retired City law enforcement officers. One member must be from the public at large who resides within the City.

Who Appoints: The Mayor appoints two Councilmembers, subject to confirmation by Council. Law enforcement officers employed by or retired from the city who are subject to the jurisdictions of the board elect and appoint the two law enforcement Board Members. The remaining Board Members appoint the one at-large Board Member.

Civil Service Commission

By statute, the City Manager appoints members to the Civil Service Commission. The three-member Civil Service Commission adopts rules for the regulation of personnel matters and competitive examinations for classified employees of the Lacey Police Department. It also hears appeals arising from the administration of the Civil Service rules and regulations. The Civil Service Commission determines its own meeting times and location.

Reference: [LMC 2.52.040](#); [RCW 41.12](#)
Length of Term: Six Years
Term Limit: Two Terms
Number of Members: Three Members

Residency Requirements: Civil Service Commissioners may be Lacey City residents or residents of Lacey's Urban Growth Area.

Who Appoints: The City Manager appoints Civil Service Commissioners.

Lodging Tax Advisory Committee (LTAC)

The five-member Lodging Tax Advisory Committee recommends to the Council how best to use lodging tax revenues. Lodging tax revenues are generated through a 4% hotel-motel tax imposed by the City on each room rental night. The Lodging Tax Advisory Committee determines its own meeting times and location.

Reference: [RCW 67.28.1817](#); [LMC 13.03.045](#)

Length of Term: Three Years

Term Limit: No term limit

Number of Members: Five Members

Residency Requirements: One member must be an elected official of the City, and will serve as Chair. Two Committee Members must represent businesses that collect the lodging tax, and two Committee Members must represent activities authorized to be funded by lodging tax revenues.

Who Appoints: The Mayor appoints Lodging Tax Advisory Committee Members, subject to confirmation by Council.

Non-codified Boards and Commissions are *not* enacted as law in the LMC.

Public Facilities District (PFD)

The seven-member Public Facilities District Board has fiduciary responsibility for the appropriate use of sales tax revenue it collects and distributes. The Board meets annually to review financial statements and to issue an annual report to the public on the use of those funds. The Public Facilities District Board determines its own meeting times and location.

Reference: [RCW 82.14.390](#)

Length of Term: Four Years

Term Limit: No term limit

Number of Members: Seven Board Members

Residency Requirements: The Public Facilities District Board must have one member from each jurisdiction, and three regional members.

Who Appoints: Four members are representatives from each jurisdiction (Lacey, Olympia, Tumwater, and Thurston County). The Mayor appoints Lacey's representative, subject to confirmation by the Council. Each jurisdiction appoints their own representative.

Three members are regional representatives, subject to recommendations from local business and community organizations, and appointed by the elected bodies of all four jurisdictions.

Thurston Community Media (TC Media) Board of Directors:

Lacey representatives fill one position and one alternate position on the 15-member TC Media Board of Directors. The Board sets policy for TC Media to assist residents and organizations to communicate information and exchange ideas through the medium of community access television. The TC Media Board of Directors determine their own meeting times and location.

Length of Term:	Three Years
Term Limit:	No term limit
Number of Members:	Fifteen total (One member and one alternate from Lacey)
Residency Requirements:	None
Who Appoints:	Mayor appoints, subject to confirmation by Council

Removal of a Board/Commission Member:

General or youth representatives who serve on one of the four LMC codified Boards and Commissions (Historical Commission, Library Board, ~~Board of Parks~~[Parks, Culture, & Recreation Board](#)~~Commission~~, or Planning Commission) may be removed from the Board or Commission prior to the expiration of their term of office by the Mayor with the approval of the Council for inefficiency, neglect of duty, an unlawful act, or by violation of the protocols of the Lacey Boards and Commissions Standards, Protocols, and Ground Rules Handbook. The Mayor, with approval of the Council, may also remove a general member or youth representative who has three or more unexcused absences at regular meetings in a calendar year. Removal should not occur for disagreement with an official recommendation of the Board or its members.

Prior to the decision to remove or not remove a Board or Commission member, the Mayor or their designee will conduct a fact-finding process to fully assess and determine whether the Board or Commission member's actions meet the criteria for removal.

(Refer to Chapter 2, Paragraph 2.15, Appointments to Council Advisory Boards and Commissions.)

2.15 Appointments to Council Advisory Boards and Commissions

Prior to serving on one of Lacey's Advisory Boards and Commissions, the full Council confirms all citizen representative appointments forwarded by the Mayor. Community members, serving on Lacey's Boards and Commissions, serve in an advisory role and make recommendations on issues related to land use, zoning, social services, parks, library services, and historical matters. Community involvement is a key element in the Council's decision-making process. The duties and responsibilities of advisory boards and commission members are defined in the [Lacey Municipal Code](#) (LMC), the [Revised Code of Washington](#) and through intergovernmental agreements. *(Refer to Chapter 2, Paragraph 2.13.)*

Procedure for appointments to Council Advisory Boards and Commissions:

1. All Boards/Commissions are identified as *codified* and *non-codified*.
2. *Codified* Boards/Commissions are defined in the [Lacey Municipal Code](#) (LMC) as City law, or in the [Revised Code of Washington](#) (RCW) as State law. Terms of office, length of service, and meeting times/days are described in the code.
 - a. Planning Commission ([LMC 2.32](#)) 3 year term/2 term limit
 - b. Historical Commission ([LMC 2.42](#)) 3 year term/2 term limit
 - c. Library Board ([LMC 2.46](#)) 5 year term/2 term limit
 - d. ~~Board of Park Commissioners~~[Parks, Culture & Recreation Board](#) ([LMC 2.44](#)) 3 year term/2 term limit
 - e. The Commission on Equity ([LMC 2.34](#)) 3 year term/2 term limit
 - f. Civil Service Commission ([RCW 41.12](#); [LMC 2.52](#)) 6 year term/2 term limit
 - g. Law Enforcement Officers, Fire Fighters (LEOFF) I Disability Board
 - a. ([RCW 41.26](#)) 2 year term/no term limit
 - h. Lodging Tax Advisory Committee ([LMC 3.03.045](#)) 3 year term/no term limit
3. *Non-codified* Boards/Commissions are *not* enacted as law in the LMC. A description of these Boards/Commissions, their terms of office, length of service, and meeting times/days can be found in an informational brochure, *Serving on a City Advisory Board or Commission*.
 - a. Thurston Community Media Board (TC Media) *no term limits*
 - b. Public Facilities District (PFD) 4 year term/no term limit
4. A candidate must be a resident of Lacey or the urban growth area. Specific residency requirements are outlined in the [LMC](#) or [RCW](#) for the Planning Commission, Historical Commission, Library Board, ~~Board of Park Commissioners~~[Parks, Culture & Recreation Board](#), Civil Service Commission, and LEOFF Board. There are no other requirements for eligibility.
5. Community members cannot serve on multiple Boards/Commissions at the same time.

Recruitment Process

The City Manager's office ensures that all vacancies are publicly advertised, unless a current list of qualified candidates exist.

1. The City Manager's office announces vacancies in the local paper, the City's newsletter, Lacey Life, posted on the Lacey website, and at televised Lacey Council meetings.
 2. The Mayor and City Clerk determine if applications will be accepted until the vacancy is filled, or if an ending date will be set.
 3. The City Manager's office prints and mails applications and the informational brochures, *Serving on a City Advisory Board or Commission*, year-round.
-

Application Process

1. The City accepts applications year-round.
2. Applicants must submit a completed application form, a letter of interest, and a resume.
3. Staff route original applications to the City Clerk. The City Clerk distributes copies of the application to the Mayor and appropriate staff.
4. The Deputy City Clerk mails a letter of acknowledgement to the applicant.
5. The Mayor determines the appropriate interview and selection process depending upon the number of applicants, the urgency to fill the vacancy, and the skills, knowledge and abilities required.
6. The Deputy City Clerk sends a notification letter to those who applied, but were not selected. Their applications are kept on file for one year.

Appointment Process

1. The Mayor appoints community members, subject to confirmation by Council at a regular Council Meeting, or by the City Manager for the Civil Service Commission.
2. Prior to the Council meeting, the Deputy City Clerk forwards copies of applications, letters of interest, and resumes to the Council for review and comment.
3. Following the appointment of a citizen to a Board or Commission, the City Clerk prepares a letter of appointment for the Mayor's signature.

Recognition Process

1. All members who serve at least one full-term on a Lacey Board or Commission, receive the *Distinguished Public Service Award* at the end of their service. The award is presented at a regular Council Meeting. The City Manager's office orders the plaque and charges the cost to the *Council Special Events* account.
2. On even-numbered years, the Lacey Council hosts an *Appreciation Dinner* for members of the Council Boards/Commissions. The City Manager's office coordinates the event, and charges the cost to the *Council Special Events* account.

(Refer to Attachment 2.15A – Application for Appointment to Lacey Council Boards.)

2.16 Lacey Youth Council

The Lacey Youth Council serves as an avenue for the Lacey Council to proactively engage with our community's youth and empower Lacey's youth to become future leaders. The

Lacey Youth Council serves as an advisory body to the Lacey Council on youth perspectives related to community matters.

Structure

1. The Youth Council is comprised of fifteen (15) members recruited from the following organizations: North Thurston High School, River Ridge High School, South Sound High School, Timberline High School, Northwest Christian High School, Pope John Paul II High School, and home school organizations.
 2. Seven (7) Youth Councilmembers will be juniors or seniors. This requirement may be waived at the discretion of the Mayor of Lacey.
 3. The Youth Council selects a Youth Council Mayor and Deputy Mayor from among its members. The Youth Council Mayor and Deputy Mayor must be juniors or seniors with one previous year in Youth Council. School level and previous Youth Council experience requirements may be waived at the discretion of the Mayor of Lacey.
 - a. At the first meeting of the year, Youth Councilmembers will indicate if they are interested in serving as Youth Council Mayor or Deputy Mayor. City staff will present candidate names in alphabetical order for a vote of the Youth Council. The first candidate to secure a majority of votes for each position receives the appointment.
 - b. The Youth Council Mayor is responsible for chairing the meeting and ensuring that the meeting follows the set agenda. The Youth Council Mayor also assigns Youth Council members to deliver monthly reports regarding each of the school listed above and other youth events or youth-involved issues to the Lacey Council.
 - c. The Youth Council Mayor represents the Youth Council at any outside meetings requiring the attendance of the Youth Council. The Youth Council Deputy Mayor assumes the role of Chair in the absence of the Chair.
 4. All members of the Youth Council have an equal vote.
 5. Youth Council Members serve for up to three (3) terms. If a student graduates or leaves high school, they are no longer eligible to serve on the Youth Council.
 6. The Youth Council utilizes and follows Robert's Rules of Order.
 7. Youth Council in coordination with City personnel will create a year-long workplan for the Youth Council.
 8. City personnel will conduct ongoing civic educational sessions and trainings throughout the duration of the year.
-

Meeting Times

1. The Youth Council meets at least twice a month during the school year or from September to June. Meetings will include one Regular Meeting and one Worksession meeting. Youth Councilmembers may attend meetings remotely if they cannot make the meeting in-person.
2. Youth Council Regular Meetings will be held on the first Tuesday of the month at 5 p.m.
3. Youth Council Worksession meetings will be held prior to or following the Youth Council's monthly reports to the Lacey Council on the second Thursday of the month.
4. All Youth Council Regular and Worksession meetings are limited to two (2) hours.
5. The Youth Council may schedule additional Youth Council meetings, as needed. Youth Council Special meetings may exceed two (2) hours.

Representation on Lacey Council Advisory Boards and Commissions

1. Four (4) Youth Councilmembers that are junior or seniors will serve as the Youth Representatives to one of the following City Advisory Boards and Commissions:
 - a. Historical Commission;
 - b. ~~Board of Parks Commissioners~~Parks, Culture & Recreation Board;
 - c. Library Board; and
 - d. Commission on Equity.
2. At the first meeting of the year, Youth Councilmembers will indicate if they are interested in serving as the Youth Representative to a Lacey Advisory Board. City staff will present candidate names in alphabetical order for a vote of the Youth Council. The first candidate to secure a majority of votes for each position receives the appointment.

Council Interaction

1. One (1) Lacey Councilmember will serve as a liaison to the Youth Council for the duration of the Youth Council year.
 2. All other Lacey Councilmembers will be assigned at minimum one (1) Youth Council meeting to attend during the year.
 3. Once a month, selected Youth Council members will deliver a report to the Lacey Council during the second Lacey Council Meeting of that month.
-

Projects

1. The Youth Council will pursue at minimum one (1) public service and community engagement project during the year.
2. Three (3) Youth Councilmembers that are junior or seniors will serve as Project Managers for Youth Council Projects.
3. Youth Council may participate in other volunteer and engagement efforts, such as but not limited to:
 - a. providing support for City events; and
 - b. attending Youth Action Day or other leadership summits.

Recruitment

1. The City will coordinate with North Thurston Public Schools, Pope John Paul II, Northwest Christian High School, and home school organizations to promote the Youth Council and solicit applications to the Youth Council.
2. Youth Councilmembers will help with Youth Council recruitment efforts.
3. Recruitment efforts begin in March of each year.

Selection Process

1. Applicants must be in their freshman, sophomore, or junior year at the time of application.
2. The City Mayor reviews all applications and selects candidates for interview. The interview panel consists of the City Mayor, City staff, and if possible, members of Youth Council.
3. After candidate interviews, the City Mayor selects individuals to recommend to the full Lacey Council for service on the Lacey Youth Council. Lacey Council will confirm the selection of Lacey Youth Councilmembers.
4. Once confirmed to the Lacey Youth Council, the City will notify the selected individuals of meeting times, training requirements and next steps.

Replacement Process

1. If a member of the Youth Council resigns, moves, graduates from high school, or is removed due to behavior, or conduct then the vacated position will be filled as soon as possible.
-

2. If a member of the Youth Council fails to attend a total of three (3) meetings, regardless if the meetings are consecutively missed, without being approved by appropriate City personnel, those members will be removed from the Youth Council. The vacated position will be filled as soon as possible.
 3. Previous eligible applicants receive notification of the vacancy and recruitment activities take place to fill the position. The Lacey City Mayor reviews potential candidates and appoints an individual to the position. Where possible, the Lacey City Mayor backfills the position with a candidate from the origin school of the departing Youth Councilmember.
-

5.13 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.

In this policy, “person” refers to an individual, corporation, limited liability company, or any other legal or commercial entity.

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. A ~~person~~ individual who that 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.
- 5-6. A ~~person~~ individual who that has contributed exceptional civic service to the City of Lacey. Facilities shall not ordinarily be named for living ~~persons~~persons, except under the following conditions:
 - a. The ~~individual in his or her~~person in their lifetime has provided exceptional service to the City of Lacey. This service should be of substantial length and leadership.
 - b. 2) His or herTheir accomplishments must have had a measurable effect upon the quality of life within the community, and be directly related to the parks, culture and recreation movement.
 - ~~b-c.~~They fall under the Sponsorship and Naming Rights policy.¹
- 6-7. A ~~person-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.
- 7-8. Naming rights may also be granted to a ~~person-business entity~~ for a mutually agreed upon fee pursuant to the policies and procedures outlined in the Parks, Culture and Recreation ~~Corporate~~ Sponsorship and Naming Rights Policy.

¹ Sponsorship and Naming Rights policy is an administrative policy of the Parks, Culture & Recreation Department. The full policy can be accessed here: [insert web link after adoption]

Procedure:

~~1.~~

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 Parks [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 Parks [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 Parks [Board](#), shall designate names for parks, [culture](#) 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.
-



LACEY CITY COUNCIL MEETING

March 2, 2023

SUBJECT: 2023 Mullen Rd Sewer Improvements Project

RECOMMENDATION: Motion to award Lacey Contract Number PW 2023-06 to low bidder Miles Resources, LLC from Puyallup, Washington in the amount of \$1,209,708.70.

STAFF CONTACT:

Rick Walk, Interim City Manager *RW*
Scott Egger, P.E., Public Works Director *SE*
Aubrey Collier, P.E., S.E., City Engineer *AC*
Peter Brooks, P.E., Water Resources Manager *PCB*
Teri O'Neal, P.E., Senior Utilities Engineer *T20*
Lisa Hull, Project Administrator *LH*
Justin Knox, P.E., Design Engineer *JK*

ORIGINATED BY: Public Works Department

ATTACHMENTS: NONE

FISCAL NOTE: 2023 Mullen Rd Sewer Improvements was anticipated and included in Lacey's 2023 Budget. Funding for the project is provided under the fund code WW20KM and ST22OL, Wastewater Budget 411-3518-535-90 and Transportation Benefit District Funds, 103-4301-595.90-03, respectively.

WORK PLAN GOAL: Quality Transportation & Infrastructure

PRIOR REVIEW: N/A

BACKGROUND:

This contract provides for the installation of approximately 2,000 LF of 4-inch and 8-inch diameter sewer force main, water valve removal and replacement and street reconstruction with fiber reinforced hot mix asphalt on Mullen Rd SE. Work to include pavement removal, paving, adjustment of utility appurtenances, striping, water service

line, meters, water valves, hydrant assemblies, connections to existing water system, sewer force main abandonments, sewer service line, sewer valves, pig launch ports, side sewer stubs, connections to existing sewer force main and lawn restoration and other work.

The project was advertised for three weeks and bids were opened February 16, 2023. Nine (9) bids were received. The bids ranged from a low of \$1,209,708.70 to a high of \$1,493,402.61. Miles Resources, LLC from Puyallup, Washington, is low bidder at \$1,209,708.70. The Engineer's Estimate is \$1,314,000.00. A Bid Summary Sheet is attached.

Miles Resources, LLC is qualified and capable of performing the work. Start date of the project is anticipated to be Spring 2023, and there are 60 working days allotted.

ADVANTAGES:

1. Provides new asphalt wearing surface.
2. The sewer force mains are currently undersized and with these improvements the new main will be able to handle flow for the ultimate build out of the basin.

DISADVANTAGES:

1. Typical traffic delays can be expected during construction.

**CITY OF LACEY
2023 Mullen Rd Improvements
PW 2023-06**

CONTRACTOR	LOCATION	BID	POS.
Miles Resources, LLC	Puyallup, WA	\$1,209,708.70	1
Pape & Sons Construction	Gig Harbor	\$1,234,567.61	2
Ceccanti	Tacoma, WA	\$1,339,010.90	3
Rodarte Construction	Auburn, WA	\$1,340,149.70	4
Northwest Cascade, Inc.	Puyallup, WA	\$1,376,490.56	5
Olson Brothers Excavating	Puyallup, WA	\$1,411,193.44	6
Indepth Excavation	Monroe, WA	\$1,453,767.99	7
Baker Underground & Construction	Olympia, WA	\$1,458,433.79	8
Mike McClung Construction	Buckley, WA	\$1,493,402.61	9
ENGINEER'S ESTIMATE \$1,314,000.00			

