

Staff Summary Report



Council Meeting Date: 02/07/08

Agenda Item Number: _____

SUBJECT: This is the introduction and first public hearing to amend Chapter 2, Article V of the Tempe City Code relating to Boards, Commission, Etc. by amending Sections 2-205, 2-208, 2-209 and 2-10 and repealing Sections 2-211 and 2-212 relating to the Sponsorship Review Committee. The second public hearing is set for February 21, 2008.

DOCUMENT NAME: 20080207prtd02 **TCC CH 2 – CITY CODE ADMINISTRATION (0503-02)**
Ordinance No. 2008.10

SUPPORTING DOCS: No

COMMENTS: Amendment includes the formation of the Sponsorship Review Committee that is to be composed of seven members. Three members of the committee shall be appointed by the Tempe Convention and Visitors Bureau, three members shall be appointed by the Mayor of Tempe, with the approval of City Council. One member of the committee shall be jointly appointed by the Mayor of Tempe, with City Council approval and the TCVB Board of Directors.

PREPARED BY: Travis Dray, Parks and Recreation Deputy Manager (350-5182)

REVIEWED BY: Mark Richwine, Parks and Recreation Manager (350-5325)

LEGAL REVIEW BY: Dave Park, Assistant City Attorney (350-8907)

FISCAL NOTE: The City of Tempe and Tempe Visitors and Convention Bureau shall each contribute an equal amount to the Sponsorship Review Committee as determined by the TCVB and the Tempe City Council during their respective budget processes.

RECOMMENDATION: Staff recommends adoption of Ordinance No. 2008.10

ADDITIONAL INFO: This is the formation of the Sponsorship Review Committee that Council approved at the October 2, 2007 Council Meeting.

ORDINANCE NO. 2008.10

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, AMENDING CHAPTER 2, ARTICLE V, OF THE TEMPE CITY CODE, RELATING TO BOARDS, COMMISSIONS, ETC. BY AMENDING SECTIONS 2-205, 2-208, 2-209 AND 2-210; AND REPEALING SECTIONS 2-211 AND 2-212 RELATING TO THE SPONSORSHIP REVIEW COMMITTEE.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

Section 1. That Section 2-205 of the Tempe City Code is hereby amended to read as follows:

Sec. 2-205. Established; composition.

(a) There is hereby established a sponsorship review committee to be composed of ~~eight~~ SEVEN (7) members.

(b) ~~The eight (8) members shall be composed of one representative each from: (1) Tempe city council, (2) Tempe Convention and Visitors Bureau, (3) Tempe Chamber of Commerce, (4) Mill Avenue Merchants Association, (5) Tempe Community Council, (6) Tempe Neighborhood Association chairperson, (7) Tempe Arts Commission, and (8) Tempe Sports Authority.~~ THREE (3) MEMBERS OF THE COMMITTEE SHALL BE APPOINTED BY THE TEMPE CONVENTION AND VISITORS BUREAU (“TCVB”) BOARD OF DIRECTORS. THREE (3) MEMBERS SHALL BE APPOINTED BY THE MAYOR OF TEMPE WITH THE APPROVAL OF THE CITY COUNCIL. ONE MEMBER OF THE COMMITTEE SHALL BE JOINTLY APPOINTED BY THE MAYOR OF TEMPE, WITH CITY COUNCIL APPROVAL, AND THE TCVB BOARD OF DIRECTORS.

(c) The ~~deputy manager~~ of parks and recreation ~~department~~ MANAGER or a designated staff representative shall serve the sponsorship review committee in an advisory capacity.

Section 2. That Section 2-208 of the Tempe City Code is hereby amended to read as follows:

Sec. 2-208. Officers.

~~The officers of the committee shall be selected by the committee members at the first meeting of the committee following the 30th day of June of each year and shall serve from August 1st until the 31st day of July of the next succeeding year. No officer may serve in the same capacity for more than two (2) consecutive one year terms.~~ THE TCVB DIRECTOR AND CEO SHALL SERVE AS COMMITTEE CHAIRPERSON.

Section 3. That Section 2-209 of the Tempe City Code is hereby amended to read as follows:

Sec. 2-209. Powers and duties.

The sponsorship review committee shall have the following powers and duties:

- (1) To make recommendation(s) to THE TCVB BOARD OF DIRECTORS AND THE city council concerning city sponsorship, type of sponsorship and degree of sponsorship for the majority of requests received by the city on an annual basis for both traditionally sponsored events and for new requests.
- (2) ~~To work with the city staff through the annual budget review process, primarily in the months of January through April of each year, to make recommendations to city council as part of the annual budget. The committee will make a recommendation for a funding amount to be set aside for new events requests received by the city during the budget year; and~~
- (3 2) To make funding and services decisions concerning new events from monies previously appropriated by the city council AND THE TCVB BOARD OF DIRECTORS. ~~Such decisions shall be final unless appealed to the city council.~~

Section 4. That Section 2-210 of the Tempe City Code is hereby amended to read as follows:

Sec. 2-210. ~~Submittal of requests for sponsorship.~~ FUNDING REQUIREMENTS.

~~All requests for city sponsorship for events must be submitted to the deputy manager of the parks and recreation department or designated staff representative. THE CITY AND THE TCVB SHALL EACH CONTRIBUTE AN EQUAL AMOUNT TO A JOINT SPONSORSHIP FUND, AS DETERMINED BY THE TCVB AND THE CITY COUNCIL DURING THEIR RESPECTIVE ANNUAL BUDGET PROCESSES.~~

Section 5. That Section 2-211 of the Tempe City Code is hereby repealed.

Sec. 2-211. ~~Process for traditionally sponsored events.~~

~~(a) Traditional events will be designated by the sponsorship committee for each fiscal year recommending the amount and kind of sponsorship support to be given by the city.~~

~~(b) *Submittal process.* Traditionally sponsored groups shall submit sponsorship requests to the deputy manager of the parks and recreation department or designated staff representative during the month of January of each year. The applicants will be given written guidelines to assist with preparation of their proposals. During the month of January the city staff will preliminarily review the proposals and prepare an initial report outlining the pros and cons of each proposal.~~

~~(c) *Orientation.* The sponsorship review committee will meet to review the obligations and responsibilities of the committee. The budget parameters will be addressed by the financial services department. Proposals will be distributed to the committee along with staff reports in a review form that lists the criteria the committee members will use to rate each event.~~

~~(d) *Event review.* Committee members will evaluate each of the traditionally sponsored event proposals and rate each request using the form provided noting any questions they might have for the event producers or staff.~~

~~(e) *Event interviews.* The committee will interview each traditionally sponsored event producer submitting a proposal. Following each interview the committee and staff will discuss the merits of the event and agree on a recommendation for services or funding.~~

~~(f) *Funding requirements.* The deputy manager of the parks and recreation department or designated staff representative will compile the information from the sponsorship interviews and discussions into a formal budget recommendation for the city council to review as part of the annual budget process.~~

Section 5. That Section 2-212 of the Tempe City Code is hereby repealed.

Sec. 2-212. Submittal process for new events requests.

~~(a) *Submittal/event review/event interview.* The deputy manager of the parks and recreation department or designated staff representative will accept proposals from groups requesting sponsorship of new events and the requests will be reviewed by the staff and committee in the same manner as outlined for traditionally sponsored events. The committee will meet on a bi-monthly basis or as needed if there is business to transaction in order to review these requests.~~

~~(b) *Funding recommendations for new event sponsorship.* The committee will make funding and services decisions for all new events based upon the proposals and events interviews. The funds for these new events will be budgeted on an annual basis as may be approved by the city council during the regular budgetary process. Such decisions shall be final unless appealed to the city council.~~

Section 6. Pursuant to the Tempe City Charter, Section 2.12, ordinances are effective thirty (30) days after adoption.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE,
ARIZONA, this _____ day of _____, 2008.

MAYOR

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney