

RESOLUTION R-5579

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KIRKLAND APPROVING THE 2023-2024 SPONSORSHIP GUIDE PROGRAM FOR THE PARKS AND COMMUNITY SERVICES DEPARTMENT.

1           WHEREAS, the Parks and Community Services Department  
2 supports the community by providing a variety of programs, services,  
3 and events; and  
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5           WHEREAS, the department, consistent with its fiscal policy,  
6 pursues alternative revenue sources to keep up with increased expenses  
7 and to help expand services given growing demand; and  
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9           WHEREAS, the City welcomes partnership opportunities that  
10 enhance its ability to deliver parks and recreation services; and  
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12           WHEREAS, sponsorship opportunities provided by the City  
13 support local businesses through positive, direct exposure to the public  
14 resulting in improved brand recognition and awareness; and  
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16           WHEREAS, the City welcomes partnership opportunities that  
17 enhance its ability to deliver parks and recreation services; and  
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19           WHEREAS, the City's Administrative Policy Manual Policy 3-6 on  
20 Business Partnership and Naming Rights Policy requires that any  
21 partnership with a value exceeding \$7,500 and any partnership involving  
22 naming rights receive City Council approval by resolution; and  
23

24           WHEREAS, the City Council desires to authorize the department  
25 to enter into marketing and sponsorship agreements with local  
26 businesses for any partnership opportunity offered in the guide without  
27 requiring additional Council authorization, provided the agreement is  
28 otherwise in accordance with the City's Business Partnership policy;  
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30           WHEREAS, to streamline the department's ability to implement  
31 the 2023-2024 Sponsorship Guide program, the City Council is willing to  
32 authorize staff to enter into marketing and sponsorship agreements with  
33 local businesses and organizations for any partnership opportunity  
34 offered in the 2023-2024 Sponsorship Guide without requiring additional  
35 Council authorization, provided the agreement is otherwise in  
36 accordance with the City's Business Partnership and Naming Rights  
37 Policy.  
38

39           NOW, THEREFORE, be it resolved by the City Council of the City  
40 of Kirkland as follows:  
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42           Section 1. The Parks and Community Services Department is  
43 authorized to implement the 2023-2024 Sponsorship Guide program to  
44 offer opportunities for financial support of City events and programs.

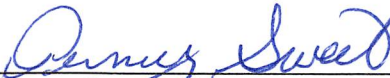
45 Consistent with the City's Business Partnership and Naming Rights  
46 Policy, the Parks and Community Services Director is authorized to enter  
47 into partnership agreements valued at \$7,500 or less.  
48

49 Section 2. For any partnership opportunity offered in the 2023-  
50 2024 Sponsorship Guide where the partnership agreement has a value  
51 exceeding \$7,500, the City Manager is hereby authorized to execute  
52 partnership agreements with local businesses or organizations without  
53 further Council action, provided the partnership agreement is reviewed  
54 and approved by the City Attorney's Office and the partnership is  
55 otherwise in accordance with the City's Business Partnership and  
56 Naming Rights Policy.  
57

58 Section 3. The City Manager shall update Administrative Policy  
59 Manual Policy 3-6 on Business Partnership and Naming Rights Policy to  
60 incorporate the Sponsorship Guide authorization granted through this  
61 resolution. In addition, to address a discrepancy in the policy, the City  
62 Manager shall also update the policy to specifically address partnership  
63 agreements valued at exactly \$7,500 by authorizing department  
64 directors to approve partnership agreements valued at \$7,500 or less.  
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66 Passed by majority vote of the Kirkland City Council in open  
67 meeting this 7<sup>th</sup> day of March, 2023.  
68

69 Signed in authentication thereof this 7<sup>th</sup> day of March, 2023.

  
\_\_\_\_\_  
Penny Sweet, Mayor

Attest:

  
\_\_\_\_\_  
Kathi Anderson, City Clerk