

DECISION/DIRECTION NOTE

Title: Revisions to Sponsorship Policy

Date Prepared: March 1, 2023

Report To: Committee of the Whole

Councillor and Role: Deputy Mayor Sheilagh O'Leary, Community Services

Ward: N/A

Decision/Direction Required: Approval of Revisions to the Sponsorship Procedures

Discussion – Background and Current Status:

The current Sponsorship Policy currently only allows for the City to provide funding to organizations for events within the City of St. John's that have budgets greater than \$100,000. It is recommended that the policy be amended to provide authority for Council discretion related to any potential sponsorships under this threshold.

It is proposed that Section 3.2.1 of the policy be amended to add clause (d):

“The City reserves the right to...d) provide an individual, organization, project, and/or event with a Donation or Sponsorship (including in-kind contributions), other than in accordance with Section 3.3.2 (a) and (b), where it has been determined, in Council's sole discretion, that it is in the best interest of the City.”

Key Considerations/Implications:

1. Budget/Financial Implications: Any sponsorships under the policy will need to be addressed within existing budgets.
2. Partners or Other Stakeholders: Not applicable.
3. Alignment with Strategic Directions: An Effective City: Work with our employees to improve organizational performance through effective processes and policies.
4. Alignment with Adopted Plans: Not applicable.
5. Accessibility and Inclusion: Not applicable.
6. Legal or Policy Implications: The Office of the City Solicitor has reviewed and approved the policy change.
7. Privacy Implications: Not applicable.

The logo for the City of St. John's, featuring the text "ST. JOHN'S" in a serif font. The letter "O" is replaced by a stylized graphic of a signal tower or antenna.

8. Engagement and Communications Considerations: Not applicable.
9. Human Resource Implications: Not applicable.
10. Procurement Implications: Not applicable.
11. Information Technology Implications: Not applicable.
12. Other Implications: Not applicable.

Recommendation:

That Council approve the proposed revisions to the Sponsorship Policy.

Prepared by: Trina Caines, Policy Analyst

Approved by: Karen Chafe, City Clerk and Corporate Policy Committee Co-chair
Tanya Haywood, Deputy City Manager, Community Services

Attachment:

Draft Revised Sponsorship Policy