


**EAST BAY REGIONAL PARK DISTRICT
BOARD EXECUTIVE COMMITTEE MEETING
AGENDA STAFF REPORT**

DATE	January 22, 2025
TITLE	Reporting Out on 2024 Implementation of Sponsorship Policy
DIVISION	General Manager's Office
FROM	Amanda Gallo, Assistant to the General Manager Sabrina Landreth, General Manager
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

This is an informational item, no action required.

BACKGROUND

The East Bay Regional Park District (Park District) provides both in-kind and financial sponsorships for events, programming, and services. On May 2, 2023, the Board of Directors adopted Sponsorship Policy (Policy 16.0), to implement a governing procedure and provisions for the use of public resources through the issuance of sponsorships. The adopted Policy 16.0 provides a formalized sponsorship process, including general requirements and eligibility criteria that provides clarity to organizations on the process for requesting sponsorship from the Park District, how sponsorship requests are evaluated and granted, and what is expected once a request has been approved.

With the adoption of Policy 16.0, the Board of Directors also voted to transfer \$50,000 within the Board of Directors budget from the contingency account to the contributions/sponsorship account to provide more flexibility to the Board President to issue sponsorships from the Board of Directors Adopted Operating Budget. The General Manager's Office also holds a \$50,000 line item for sponsorships. In 2024, the total amount of available sponsorship funds was \$100,000.

Policy 16.0 also established a new practice to report out annually the total amount and listing of organizations who have benefited from sponsorships, which enhances transparency on the public benefit achieved by the Park District's participation using public resources. This report provides an update of the usage of financial sponsorship funds from January 1, 2024, through December 31, 2024.

ANALYSIS

The adoption of Policy 16.0 provided the authority of the Board President and the General Manager to approve requested sponsorships. As stated in the policy, the Board President considers sponsorship requests made directly to the Board President by requesting agencies or by Board members, exercises his/her discretion to apply Policy criteria, and awards sponsorships through the Board's budget. The General Manager reviews requests made to the General Manager's Office for the approval that align with the Park District's mission and eligibility criteria in Policy 16.0.

Update on the usage of Sponsorship Policy Process and Funds

From January 1, 2024, through December 31, 2024, the Park District provided financial sponsorship

funds to 17 requesting agencies, totaling an amount of \$64,000.

General Manager's Office Sponsorship Approval

Of the approved 17 sponsorship requests, 14 were approved by the General Manager's Office. A chart of the approved sponsorships and their amounts are listed in the table below.

General Manager's Office Approved Sponsorship Requests January 1, 2024- December 31, 2024		
Organization	Event	Approved Sponsorship Amount
San Francisco Estuary Partnership	2024 State of the Estuary Conference	\$2,500
Bay Nature	Local Hero Awards 2024	\$2,500
California Trails Foundation	California Trails & Greenway Conference	\$2,500
California Association of Recreation and Park Districts (CARPD)	CARPD Annual Conference	\$3,000
Alameda County Women's Hall of Fame	Women's Hall of Fame Luncheon	\$1,500
Together Bay Area	2024 Annual Conference	\$5,000
Save the Bay	Bay Day 2023	\$2,500
Greenbelt Alliance	Hidden Heroes of the Greenbelt	\$2,500
Save Mount Diablo	Moonlight on the Mountain Dinner	\$10,000
John Muir Land Trust	2024 Annual Gala, Harvest Festival	\$5,000
Save the Redwoods League	"Take Me to the Trees" Annual Celebration	\$7,500
National Habitat Conservation Plan	Annual Meeting	\$500
California Native Grassland Association	California Native Grassland Symposium	\$1,000
YES Nature to Neighborhoods	Down by the Bay Benefit Concert	\$2,500
	Total	\$48,500

Board of Directors' Sponsorship Approval

Of the approved 17 sponsorship requests, three (3) were approved by the Board President and one that was approved by the General Manager was supplemented.

Board of Directors Approved Sponsorship Requests January 1, 2024- December 31, 2024		
Organization	Event	Approved Sponsorship Amount
Martin Luther King Jr. Rally Committee	Martin Luther King Jr. Multicultural Rally	\$6,500
California Trails Foundation	California Trails & Greenway Conference	\$2,500*
Independent Arts & Media	Albany FilmFest	\$1,500
Outdoor Afro	Glamp Out 15- Year Anniversary	\$5,000
	Total	\$15,500

*This amount supplemented the \$2,500 also provided the General Manager's Office, for a total sponsorship of \$5,000 for the 2024 California Trails and Greenway Conference.

2025 Budget

In Staff's research in developing the Sponsorship Policy, it was found that the Park District has been long supporters of certain events that fit the organization's mission. With this, to maintain support and streamline approval procedures, the General Manager's Office included nine (9) pre-approved sponsorships in the Office's 2024 and 2025 Budget, totaling \$40,500. A table of these pre-approved sponsorships are below.

Pre-Approved Sponsorships for 2025 General Manager's Office Budget		
<u>Organization</u>	<u>Event</u>	<u>Approved Sponsorship Amount</u>
Bay Nature Institute	Local Hero Awards Dinner	\$2,500
California Association of Recreation and Park Districts	Annual Conference	\$3,000
California Trails Conference Foundation	Annual California Trails & Greenways Conference	\$2,500
Greenbelt Alliance	Annual Hidden Heroes of the Greenbelt Event	\$2,500
John Muir Land Trust	Annual Gala	\$5,000
Save Mount Diablo	Moonlight on the Mountain	\$10,000
The Stewardship Network	30X30 Partnership Gathering Connect Fund	\$5,000
Save the Bay SF Bay Area	Bay Day	\$2,500
Save the Redwoods League	"Take Me to the Trees" Annual Celebration	\$7,500
TOGETHER Bay Area	Annual Conference	\$5,000
	Total	\$40,500

The total allocation for financial sponsorships included in the adopted 2025 budget is \$100,000 (Board of Directors \$50,000 and General Manager's Office \$50,000). Staff will again present the required annual update report on the usage of Sponsorship Policy (Policy 16.0) and financial sponsorship funds in December 2025.

FISCAL IMPACT

There is no fiscal impact associated with this informational report at this time.

ATTACHMENTS

None.