


**CITY MANAGER'S OFFICE
MEMORANDUM 17-03**

DATE: January 9, 2017
TO: Honorable Mayor Joyce Downing and City Council Members
FROM: James A. Hayes, AICP, City Manager 
SUBJECT: CR-3 / Outside Agency Funding and Sponsorship Policy

PURPOSE

The City Council is considering a resolution to adopt an amendment to the Outside Agency Funding policy from 2006 to incorporate a section on sponsorships, new definitions, and adding more flexibility to the timing of the program.

BACKGROUND

Over the last several months, the City has received requests for sponsorships from a variety of organizations. Requests are submitted to the City Manager's office for review and each request is presented to City Council by the City Manager at regular business meetings. The details of each request are outlined in the prior week's report along with supporting materials from the requesting organization.

Based on recent discussions during City Council meetings and with individual City Council members, staff identified three main areas of funding in the annual budget. Outside agency funding, general sponsorships, and City Council travel and discretionary funds. Apart from a 2006 resolution related to outside agency funding, a formal policy related to sponsorships does not exist and has led to confusion regarding the funding of non-profit agencies vs. general sponsorships. The City Council reviewed this matter on July 18, 2016 in a study session and referred it to the Finance Committee to draft new policies or resolutions for consideration by the entire Council.

The Finance Committee met on November 30, 2016 to review a revision to the 2006 resolution authorizing the Outside Agency Funding Committee. The Committee completed additional revisions and recommended the draft for review by the entire City Council. The Committee recommended the item be scheduled as a Discussion Item for December 12, 2016 with the option for a study session on December 19, 2016.

UPDATE

A draft of the resolution amending the Outside Agency Funding policy was reviewed in a study session on December 19, 2016. Staff received direction from the City Council to make minor revisions to the draft resolution. Specifically, staff included clarifications in Section 4, subsection D and definitions in Section 5.

BUDGET IMPLICATIONS

The proposed 2017 Budget includes \$15,000 for Outside Agency Funding (grants) and \$10,000 for sponsorships.

SCHEDULE/TIME IMPLICATIONS

The 2017 Budget was adopted on December 12, 2016 and includes funding for outside agencies (non-profit organizations) and City sponsorships. The City has already received requests for funding in 2017 and therefore, implementation of a new policy is time-sensitive. In addition, the City Council should consider appointments to the Outside Agency Funding Committee at an upcoming regular meeting to further implement the policy.

NEXT STEPS / CITY COUNCIL OPTIONS

- 1) Approve CR-3, adopting the amendments to the Outside Agency Funding;
- 2) Direct staff to make additional revisions to the resolution and reschedule for a future regular meeting; or
- 3) Table the resolution indefinitely.

If the resolution is approved, staff intends to implement the following next steps:

- 1) City Council appoints members to the Outside Agency Funding Committee.
- 2) OAF Committee schedules first meeting.
- 3) Staff presents draft process for implementing new policy, including timeframes.

STAFF RECOMMENDATION

Staff recommends approval of CR-3, approving the amendments to Outside Agency Funding.

ATTACHMENTS

CR-68 (Resolution 06-63)

STAFF REFERENCE

James A. Hayes, AICP, City Manager
Jason Loveland, Director of Finance

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SPONSORED BY: COUNCIL MEMBER GARNER

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-68
Series of 2006

06-63
Series of 2006

A RESOLUTION AUTHORIZING THE CITY OF NORTHGLENN OUTSIDE AGENCY FUNDING COMMITTEE TO UNDERTAKE REVIEW AND MAKE RECOMMENDATIONS REGARDING THE DISTRIBUTION OF OUTSIDE AGENCY FUNDING

WHEREAS, the City Council desires to reaffirm the functions of the City of Northglenn Outside Agency Funding Committee (the "Outside Agency Funding Committee"), a committee made up of three (3) members of City Council, as set forth below; and

WHEREAS, the City Council desires to use the Outside Agency Funding Committee to review applications and make recommendations regarding the distribution of budgeted and appropriated expenditures by the City Council to outside agencies seeking funding from the City Council.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City Council hereby reaffirms the existence of the Outside Agency Funding Committee, consisting of three (3) members of the City Council, to be appointed by the City Council at the first City Council meeting of each year.

Section 2. The Outside Agency Funding Committee is hereby authorized to undertake the following functions and duties related to the review of applications for funding by outside agencies:

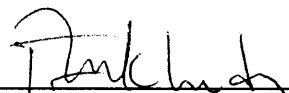
- A. In July or August of each year, the Outside Agency Funding Committee shall coordinate with the City Clerk's Office to submit an article to local newspapers soliciting requests for donated funding from the City of Northglenn to outside agencies. Such article shall also include the total budgeted amounts available for outside agency funding, along with the application procedure and deadline;
- B. To coordinate with the City Clerk's Office to send applications to the previous year's recipients;
- C. To coordinate with the City Clerk's Office to set a firm date for the receipt of applications, after which said applications will not be accepted, and to obtain the applications from the City Clerk's Office following the application deadline;
- D. To review the applications based on a predetermined set of criteria as set forth in Section 3 of this Resolution, or different criteria as may be subsequently adopted on an annual basis;
- E. To coordinate with the City Clerk's Office regarding the preparation of a staff report to be placed on an agenda for Council approval during the month of February which proposes the funding for outside agencies based on the

- F. application of the criteria as set forth herein; To establish a contingency amount, to be used for emergency requests submitted throughout the year, and to authorize the approval of such emergency requests that do not exceed the amount of \$250.00. Any such request in excess of \$250.00 shall require City Council approval; and
- G. To work with the City of Northglenn staff to assure that any unused funds including any contingency funds be returned to the general fund at the end of the calendar year.

Section 3. The Outside Agency Funding Committee shall be subject to the following additional provisions:

- A. Appointments shall be made by the City Council at the first City Council meeting of each year, and shall be made for one (1) year;
- B. Because the Outside Agency Funding Committee consists of three (3) members of the City Council, its meetings shall be posted and declared to be public meetings when required in accordance with C.R.S. § 24-6-402(2)(b);
- C. The Outside Agency Funding Committee shall utilize the following criteria in reviewing applications for funding:
 - i. That the organization is a non-profit entity;
 - ii. That the organization serves citizens of the City of Northglenn directly;
 - iii. That the organization receives its funding primarily from donations and fund raising;
 - iv. That the organization will not use the funding to promote political or religious purposes;
 - v. That the organization is preferably located within the City of Northglenn;
 - vi. That the organization's purpose does not violate any portion of the City of Northglenn Home Rule Charter; and
 - vii. That the organization is not associated with any personal interest of a member of the City Council, or a City of Northglenn employee.

DATED at Northglenn, Colorado, this 13th day of April, 2006.



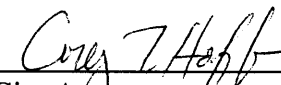
 KATHLEEN M. NOVAK
 Mayor *Pro-Tem*

ATTEST:



 DIANA L. LENTZ, CMC
 City Clerk

APPROVED AS TO FORM:



 City Attorney

SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-3
Series of 2017

Series of 2017

A RESOLUTION AUTHORIZING THE CITY OF NORTHGLENN OUTSIDE AGENCY FUNDING COMMITTEE TO UNDERTAKE REVIEW AND MAKE RECOMMENDATIONS REGARDING THE DISTRIBUTION OF OUTSIDE AGENCY FUNDING AND CITY SPONSORSHIPS

WHEREAS, the City Council desires to reaffirm the functions of the City of Northglenn Outside Agency Funding Committee (the "Outside Agency Funding Committee"), a committee made up of three (3) members of City Council, as set forth below; and

WHEREAS, the City Council desires to use the Outside Agency Funding Committee to review applications and make recommendations regarding the distribution of budgeted and appropriated expenditures by the City Council to outside agencies seeking funding and organizations seeking sponsorships from the City Council.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City Council hereby reaffirms the existence of the Outside Agency Funding Committee, consisting of three (3) members of the City Council, to be appointed by the City Council at the organizational meeting of the Council following each general municipal election.

Section 2. Grants: The Outside Agency Funding Committee is hereby authorized to undertake the following functions and duties related to the review of applications for funding by outside agencies:

- A. The Outside Agency Funding Committee shall coordinate with the City Clerk's Office to submit an article to local newspapers soliciting requests for funding from the City of Northglenn to outside agencies. Such article shall also include the total budgeted amounts available for outside agency funding, along with the application procedure and deadline;
- B. To coordinate with the City Clerk's Office to send applications to the previous year's recipients;
- C. To coordinate with the City Clerk's Office to set a firm date for the receipt of applications, after which said applications will not be accepted, and to obtain the applications from the City Clerk's Office following the application deadline;
- D. To review the applications based on a predetermined set of criteria as set forth in Section 4 of this Resolution, or different criteria as may be subsequently adopted on an annual basis;

- E. To coordinate with the City Clerk's Office regarding the preparation of a resolution to be placed on an agenda for Council approval which proposes the funding for outside agencies based on the application of the criteria as set forth herein;
- F. To establish a contingency amount, to be used for emergency requests submitted throughout the year, and to authorize the approval of such emergency requests that do not exceed the amount of \$500.00. Any such request in excess of \$500.00 shall require City Council approval; and
- G. To work with the City of Northglenn staff to assure that any unused funds including any contingency funds be returned to the general fund at the end of the calendar year.

Section 3. Sponsorships: The Outside Agency Funding Committee is hereby authorized to undertake the following functions and duties related to the review of applications for funding sponsorships:

- A. The Outside Agency Funding Committee shall coordinate with the City Clerk's Office to submit an article to local newspapers soliciting requests for sponsorships from the City of Northglenn to outside agencies. Such article shall also include the total budgeted amounts available for sponsorships, along with the application procedure and deadline;
- B. To coordinate with the City Clerk's Office to send applications to the previous year's recipients;
- C. To coordinate with the City Clerk's Office to set a firm date for the receipt of applications, after which said applications will not be accepted, and to obtain the applications from the City Clerk's Office following the application deadline;
- D. To review the applications based on a predetermined set of criteria as set forth in Section 4 of this Resolution, or different criteria as may be subsequently adopted on an annual basis;
- E. To coordinate with the City Clerk's Office regarding the preparation of a resolution to be placed on an agenda for Council approval which proposes the sponsorships based on the application of the criteria as set forth herein;
- F. To establish a contingency amount, to be used for emergency requests submitted throughout the year, and to authorize the approval of such emergency requests that do not exceed the amount of \$500.00. Any such request in excess of \$500.00 shall require City Council approval; and
- G. To work with the City of Northglenn staff to assure that any unused funds including any contingency funds be returned to the general fund at the end of the calendar year.

Section 4. The Outside Agency Funding Committee shall be subject to the following additional provisions:

- A. Appointments shall be made by the City Council at the organizational meeting of City Council following the municipal election, and shall be made for two (2) years;

- B. Because the Outside Agency Funding Committee consists of three (3) members of the City Council, its meetings shall be posted and declared to be public meetings when required in accordance with C.R.S. § 24-6-402(2)(b);
- C. The Outside Agency Funding Committee shall utilize the following criteria in reviewing applications for funding:
 - i. That the organization is a non-profit entity;
 - ii. That the organization serves citizens of the City of Northglenn directly;
 - iii. That the organization will not use the funding to promote political or religious purposes and is non-partisan;
 - iv. That the organization is preferably located within the City of Northglenn;
 - v. That the organization's purpose does not violate any portion of the City of Northglenn Home Rule Charter; and
 - vi. That the organization is not associated with any personal interest of a member of the City Council or a City of Northglenn employee that may be deemed a violation of the ethics policy.
- D. The Outside Agency Funding Committee shall utilize the following criteria in reviewing applications for funding sponsorships:
 - i. That the organization is a non-profit entity based in the Denver Metro area;
 - ii. That the organization may serve citizens or businesses directly or it may be beneficial for the City to sponsor for name recognition or other benefits;
 - iii. That the organization will not use the funding to promote political or religious purposes and is non-partisan;
 - iv. That the organization need not be located within the City of Northglenn;
 - v. That the organization's purpose does not violate any portion of the City of Northglenn Home Rule Charter; and
 - vi. That the organization is not associated with any personal interest of a member of the City Council or a City of Northglenn employee, that may be deemed a violation of the ethics policy.

Section 5. Definitions.

- A. Donations: Given for a charitable purpose to benefit a cause. No specific use of donation is required.
- B. Grants: Given for a specific purpose and require a grant writing process before cash, goods, or services are provided.
- C. Membership: Belonging to a group. Special privilege of benefits are entitled to members.
- D. Sponsorship: A mutually beneficial business arrangement where a party provides cash and/or in-kind services in return for commercial advantage. This may take the form of publicity, promotional consideration, merchandising opportunities, etc.

Section 6. Resolution No. 06-63, Series of 2006, is hereby repealed.

DATED at Northglenn, Colorado, this ____ day of _____, 2017.

JOYCE DOWNING
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:

COREY Y. HOFFMANN
City Attorney