



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 7/13/2021**

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**File #:** 21-196, **Version:** 1

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**SUBJECT: Consent Agenda**

A Resolution of the Board of Trustees of the Town of Erie Repealing the Town of Erie Municipal Sponsorship Marketing Policy, and Adopting the Town of Erie Partnership and Sponsorship Guidelines

**DEPARTMENT:** Parks & Recreation

**PRESENTER:** Patrick Hammer, Director of Parks & Recreation

**TIME ESTIMATE:** n/a

**FISCAL SUMMARY:** n/a

**STAFF RECOMMENDATION:**

Approve Resolution to Repeal Town of Erie Resolution 10-72, Town of Erie Municipal Sponsorship Marketing Policy, and Adoption of Town of Erie Partnership and Sponsorship Guidelines.

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

The current Sponsorship Marketing Policy for the Town does not allow sponsorship or advertising agreements with bars, massage facilities, or any establishments whose business is substantially derived from the sale or manufacture of alcoholic products, unless such agreement is found to be in the Town's best interest and approved by the Board. Several restaurants within the Town have expressed interest in sponsorship opportunities, but are discouraged from doing so based on the complexity of the current policy. This has a negative impact on the businesses' ability to advertise within the Town and limits the amount of revenue the Town could collect from sponsorship or advertising agreements. The agenda item for this evening is the Board's consideration to repeal the outdated Sponsorship Marketing Policy and adopt a new Partnership and Sponsorship Guideline.

The new Guidelines eliminate the restriction against bars and massage facilities and adds a restriction against dispensaries and tobacco shops. In addition, the updated Guidelines give staff the ability to review and approve requests, not the Board as previously specified, expediting the approval process which is a request of the business community.

This change allows staff to use a tiered sponsorship approach for businesses that sell alcohol to

ensure sponsorship and advertising agreements align appropriately with the Town's programs and services. The new Guidelines expedite the approval process, and promotes increased sponsorship and advertising from local businesses within the Town.

**Board Priority(s) Addressed:** *(Note: Delete all priorities that do not apply and this note.)*

- ✓ Attractive Community Amenities
- ✓ Engaged and Diverse Community
- ✓ Prosperous Economy
- ✓ Small Town Feel
- ✓ Effective Governance
- ✓ Fiscally Responsible

**ATTACHMENTS:**

1. Resolution No. 21-095
2. Municipal Sponsorship Marketing Policy