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COUNTY OF ERIE

CHRIS COLLINS

COUNTY EXECUTIVE

March 7, 2011

The Honorable
Erie County Legislature
92 Franklin Street – Fourth Floor
Buffalo, New York 14202

RE: Event Fees and Sponsorships

Honorable Members:

The attached resolution requests approval to authorize the acceptance of sponsorship money and fees that will off-set operational expenses associated with various recreation events and activities throughout the Erie County Park System. These sponsorships would include events such as Santa Land, Winter Fest, Autumn Fest and other events of interest to the public.

Should your honorable body require further information, I encourage you to contact the Department of Parks, Recreation & Forestry. Thank you for your consideration on this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Collins", is written over a faint, larger signature.

CHRIS COLLINS
Erie County Executive

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Department of Parks, Recreation, and Forestry
Re: Event Fees and Sponsorships
Date: March 7, 2011

SUMMARY

The Department of Parks, Recreation, and Forestry as a course of business conducts several recreation events and activities in various Parks throughout the year. Many business partners have expressed an interest in collaborating on these events with Erie County. These business partners are willing to fund various events in exchange for promotional opportunities associated with these events.

FISCAL IMPLICATIONS

Use of sponsor money will result in a direct savings to taxpayers since funds collected will be used to off-set operational costs associated with Parks Department events.

REASONS FOR RECOMENDATION

The Parks Department would like to continue to grow the level of customer service to the taxpayers by staging various events in County Parks at low or no cost to the public.

BACKGROUND INFORMATION

The Department of Parks, Recreation and Forestry has revitalized several events and activities over the past three years. Crowds attending these events are growing requiring more supplies and manpower to properly serve the public. Obtaining business partners willing to finance part or all of these events will allow the Parks department to continue to grow these events.

CONSEQUENCES OF NEGATIVE ACTION

Opportunities to better serve the public will be lost.

STEPS FOLLOWING APPROVAL

The County Executive will direct the Department of Budget and Management to make the necessary changes to the 2011 budget of the Department of Parks, Recreation and Forestry.

A RESOLUTION SUBMITTED BY:
DEPARTMENT OF PARKS, RECREATION AND FORESTRY

RE: Event Fees and Sponsorships

WHEREAS, the Department of Parks, Recreation and Forestry has revitalized several recreational events and activities in various Parks across the County; and

WHEREAS, the Parks Department would like to continue to improve these events and create more recreational opportunities for the public; and

WHEREAS, the Parks Department has identified members of the business community willing to sponsor certain recreational events; and

WHEREAS, the charter governing the Parks Department dictates that the operation of the parks be at low or no cost to the public; and

WHEREAS, these sponsorships will help the Parks Department offer activities that the public can enjoy without increasing taxpayer commitment; and

WHEREAS, this honorable body has graciously authorized acceptance of these types of sponsorships and fees in the past.

NOW, THEREFORE, BE IT

RESOLVED, that the Erie County Department of Parks, Recreation and Forestry is hereby authorized to advertise for and solicit sponsors for various seasonal events held within County Parks; and be it further

RESOLVED, that the County Executive is hereby authorized to execute any necessary agreements with each sponsor to accept sponsorship money in an amount not to exceed \$5,000.00 per each recreational event and activity; and be it further

RESOLVED, that this honorable body hereby authorizes the Commissioner of the Erie County Department of Parks, Recreation and Forestry to set table/booth fees for a crafter/organization at \$100.00 and a food or product vendor at \$250.00; and be it further

RESOLVED, that funds from said sponsorships and fees shall be recorded in Business Area 164, Parks Recreation and Forestry, Fund Center 16410, GL Account # 418610 – Parks Sponsorships/Fees; and be it further

RESOLVED, that upon receipt of actual revenue the Director of Budget and Management is hereby authorized to appropriate said funds within the revenue and expense accounts in Business Area 164, Department of Parks, Recreation and Forestry, Fund Center 16410, to cover operational costs associated with said events; and be it further

RESOLVED, that certified copies of this resolution be delivered to the County Executive, the County Attorney, the Director of Budget and Management, the Office of the Comptroller and the Commissioner of the Department of Parks, Recreation and Forestry.