



# Town Council Agenda Report

**SUBJECT:** Resolution

**TITLE OF AGENDA ITEM:** A resolution of the Town of Davie, Florida, establishing a fee for the Youth Sports Sponsorship Program for the Community Services Department

**REPORT IN BRIEF:** The Community Services Department routinely conducts surveys about the Youth Sports Programs and solicits comments from the current patrons. The participants would like to see better uniforms, equipment and other items as part of the Youth Sports Program. The staff has researched other similar programs and the most common method of alternative funding is to implement a sponsorship program. The proposed program would also generate money for scholarships for those participants that cannot afford the registration fee. To initiate the pilot program, we are proposing a \$250 sponsorship fee per sport, per season, per team. In return the Sponsors would receive a team plaque, their name on the uniform and an invitation to the opening day of the sport. All costs associated with the sponsorship program would be paid directly from the sponsorship fee. The pilot program would run for one year and the staff would evaluate the successfulness of the program.

**PREVIOUS ACTIONS:** Not Applicable

**CONCURRENCES:** The Parks and Recreation Advisory Board made a motion on September 21, 1999 to recommend to the Davie Town Council to approve the Sponsorship Program.

**FISCAL IMPACT:**

Is appropriation required? no

Funding appropriated? no

Additional Comments: The Town is projecting 225 teams participating in the various sports programs this fiscal year. The staff is projecting that approximately 30% or 68 teams will be sponsored at \$250 each or \$17,000 total. The scholarship program would receive 10% or \$1,700. The associated cost for the 68 teams is estimated as \$6,162, which includes sponsorship plaques, printing on the uniforms, advertising and mailing cost. Based upon the above figures, \$9,138 would be generated to be spent on upgrading uniforms, purchasing additional equipment or other associated program costs. If the sponsors are not secured for this pilot program, the Community Services Department will purchase the standard equipment and uniforms that have been budgeted for in this fiscal budget and will not upgrade these items. Staff will seek alternative funds for the scholarship program.

**RECOMMENDATION(S):** Motion to approve resolution to establish a fee for the Youth Sports Sponsorship Program for the Community Services Department.

**Attachment(s):** Resolution and exhibit A

RESOLUTION \_\_\_\_\_

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, ESTABLISHING A FEE FOR THE YOUTH SPORTS SPONSORSHIP PROGRAM FOR THE COMMUNITY SERVICES DEPARTMENT

WHEREAS, the Community Services Department currently seeks alternative funding for its recreational programs by grants, donations and user fees; and

WHEREAS, the patrons involved in our youth sports programs are desirous of better uniforms and equipment; and

WHEREAS, the Community Services Department would like to establish funding for scholarships in the Town of Davie's Youth Sports Programs for those participants who cannot afford the registration fee and who qualify for the Federal Hot Lunch Program; and

WHEREAS, many groups that provide youth sports programs in adjacent cities seek sponsors to assist in offsetting the cost of providing such activities; and

WHEREAS, the Community Services Department will review the effectiveness and overall merits of the program one year from the inception; and

WHEREAS, the Town Council, having legally advertised its intent to establish the fee and services and having presented opportunities for discussions and deliberation of the sponsorship fee, wishes to establish the fee schedule to generate alternative funding for the Youth Sports Program; and

WHEREAS, it is in the best interest of the Town of Davie to establish the fee and services as attached in Exhibit "A".

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA.

SECTION 1. The Town Council of the Town of Davie does hereby adopt the fees established as stated in Exhibit "A".

SECTION . This resolution shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 1999.

\_\_\_\_\_  
MAYOR/COUNCILMEMBER

ATTEST:

\_\_\_\_\_  
TOWN CLERK

APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 1999.

## Exhibit A

The fee and services for the Davie Youth Sponsorship Program shall be as follows:

\$250 per sponsorship, per sport and per season.

The sponsor will receive a team plaque, the business name on the uniform (location to be determined by the Town of Davie staff) and an invitation to the Opening Day Ceremonies.

The Sponsorships will cover the following:

- Expenses of any advertising of the sponsorship program, the cost of the team plaques and names on the uniforms.
  
- 10% of the \$250 will go towards the scholarship account for that particular sport. Recipient of the scholarship must meet the following criteria:
  - a. Participant must reside in the Town of Davie.
  - b. Participant must meet the Federal School Lunch Program requirements and show proof.
  - c. Participant will not receive any refunds from the scholarship if they decide not to play the entire season.
  - d. If said scholarship money is not used in total for that season, it will be rolled over to the following year for that sport for scholarships.
  
- The remainder of other sponsorship will go towards cost associated with better uniforms, equipment and other related items that the Town of Davie Sports staff approve for that particular sport.

The Town of Davie has the sole authority to deny any types of sponsorships or advertising not deemed appropriate for the Town's Youth Sports Program.