



## Legislation Text

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**File #:** 2865-2016, **Version:** 1

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**Background:** This ordinance authorizes the Director of Recreation and Parks to enter into an agreement with ESP Properties to provide professional services to conduct sponsorship asset inventory and valuation. The service is to help identify, value and facilitate revenue generating opportunities through sponsorship, cause-related philanthropy, beverage sales and cost-recovery programs.

The services are to include:

- Complete sponsorship asset inventory and valuation including but not limited to department facilities, events and programs.
- Develop packages for top-tier sponsor opportunities and review existing agreements
- Create a sponsorship plan
- Forecast sponsor sales including ROI
- Develop sponsorship policies
- Sales staffing evaluation and recommendations

Request for proposals were advertised through Vendor Services, in accordance with City Code Section 329, on Feb 22, 2016 and received by the Recreation and Parks Department on March 4, 2016. Proposals were received from the following companies:

Company

ESP Properties	(MAJ)
CSL International	(MAJ)
The Superlative Group	(MAJ)

ESP Properties was selected for services that most closely matched the department's needs. Their service will provide resources, data, education and counsel for CRPD staff to generate revenue in-house.

The contract will be a year-long service beginning in January 2017. Fee for the service is \$165,000.00.

**Principal Parties:**

WPP Group USA DBA ESP Properties LLC.  
350 North Orleans Street, Suite 1200, Chicago IL. 60654  
Shan Riggs 312-725-5111  
Federal ID#20-4031493  
Contract compliant through 11/11/2018

**Emergency Justification:** An emergency exists in the usual daily operations of the Recreation and Parks Department in that it is immediately necessary to encumber these funds in 2016 appropriation year. This contract will commence in January 2017.

**Benefits to the Public:** Through the service provided by ESP Properties, CRPD will be able to generate additional revenue, which will expand quality and quantity of facilities and programs for the community city-wide.

**Area(s) Affected:** Planning Area: all

**Master Plan Relation:** The master plan calls for CRPD's fundraising section to operate in an aggressive self-supportive manner and for CRPD to generate at least 20% of income from non-tax sources. This sponsorship asset inventory and evaluation service will support these endeavors.

**Fiscal Impact:** \$165,000.00 is budgeted and available in the Recreation and Parks Operating Fund 2285 and Special Purpose Fund 2223 to meet the financial obligations of this contract.

To authorize the Director of the Recreation and Parks Department to enter into contract with ESP Properties for complete sponsorship asset inventory and valuation; to authorize the expenditure of \$80,000.00 from the Recreation and Parks Operating Fund 2285 and \$85,000.00 from the Special Purpose fund 2223; and to declare an emergency. (\$165,000.00)

**WHEREAS,** the Recreation and Parks Department is in need of asset inventory and valuation for sponsorship opportunities; and

**WHEREAS,** it is necessary to authorize the Director to enter into an agreement with ESP Properties to provide professional services to conduct sponsorship asset inventory and valuation; and

**WHEREAS,** it is necessary to authorize the expenditure of \$80,000.00 from the Recreation and Parks Operating Fund 2285 and \$85,000.00 from the Recreation and Parks Special Purpose Fund 2223; and

**WHEREAS,** an emergency exists in the usual daily operation of the Recreation and Parks Department as it is immediately necessary to authorize the Director to enter into contract with ESP Properties and encumber these funds in the 2016 appropriation year so this project will commence in January, 2017; **NOW, THEREFORE**

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That the Director of the Recreation and Parks Department be and is hereby authorized and directed to enter into contract with ESP Properties for complete sponsorship asset inventory and valuation

**SECTION 2.** That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

**SECTION 3.** That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

**SECTION 4.** That the City Auditor is hereby authorized to transfer the unencumbered balance in a project account to the unallocated balance account within the same fund upon receipt of certification by the Director of the Department administering said project that the project has been completed and the monies are no longer required for said project.

**SECTION 5.** For the purpose stated in Section 1, the expenditure of \$80,000.00 or so much thereof as may be necessary to pay the cost thereof, be and is hereby authorized from the Recreation and Parks Operating Fund 2285 in object class 03 per the accounting codes in the attachment.

**SECTION 6.** For the purpose stated in Section 1, the expenditure of \$85,000.00 or so much thereof as may be necessary to pay the cost thereof, be and is hereby authorized from the Recreation and Parks Special Purpose Fund 2223 in object class 03 per the accounting codes in the attachment.

**SECTION 7.** That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or 10 days after passage if the Mayor neither approves nor vetoes the same.

