

**CITY OF CENTENNIAL, COLORADO**  
**CITY COUNCIL POLICY NO. 2015-CCP-02**

**POLICY CONCERNING REQUESTS FOR CITY DONATION OR  
SPONSORSHIP FROM OUTSIDE ORGANIZATIONS AND AGENCIES**

<b>DATE OF POLICY/REVISION:</b>	November 2, 2015 Policy effective January 1, 2016  Policy revised July 18, 2016
<b>PURPOSE AND INTENT:</b>	To provide a policy and direction to the City Council and City staff concerning donation or sponsorship requests from outside organizations and agencies.
<b>SCHEDULED REVIEW AND REVISION:</b>	As deemed necessary or desired by the City Council or upon recommendation of the City Manager or City Attorney.
<b>ATTACHMENT(S):</b>	None
<b>REFERENCE(S):</b>	The City Council reserves the right to amend or rescind this Policy at any time without notice.

## POLICY CONCERNING REQUESTS FOR CITY DONATION OR SPONSORSHIP FROM OUTSIDE ORGANIZATIONS AND AGENCIES

### I. POLICY:

#### A. Intent.

The purpose of the Policy is to provide a framework to evaluate requests for both In-Kind Donation/Sponsorship as well as Monetary Donation/Sponsorship with the intent of diligently administering taxpayer funds. Pursuant to Colorado law, the City Council has the legislative and discretionary authority to allocate public funds to public purposes. By way of this Policy, City Council desires to provide a procedure to assist the City in reviewing donation or sponsorship requests received by the City from various outside organizations and agencies.

The intent of the City Council is that Monetary Donation/Sponsorship be given by the City infrequently and considered on criteria driven a case-by-case basis. City Council instead seeks to support outside organizations and agencies which are located in the City or which provide public benefit and enhance the quality of life for Centennial citizens through the allocation of In-Kind Donation/Sponsorship to support those outside organizations and agencies making a positive impact in the City of Centennial.

In essence, by way of this Policy, the City Council wishes to discourage monetary donations and instead, and as stewards of taxpayer money, support outside organizations and agencies by the contribution of In-Kind Donation/Sponsorship.

#### B. Scope.

The City of Centennial often receives requests for donation and/or sponsorships from various outside organizations and agencies. This Policy shall apply to requests the City receives for donations or sponsorships and provides a procedure to evaluate such requests.

This Policy shall not apply to requests for City membership, subscription, or joint participation in organizations that provide a direct and ongoing *annual* benefit such as: municipal interest advocacy, representation on federal, state, or regional matters, or opportunities for economic development. Such organizations may include the Aurora Chamber, Colorado Municipal League, Denver Regional Council of Governments, South Metro Chamber of Commerce, and the Transportation Management Authority.

#### C. Definitions.

1. "In-Kind Donation/Sponsorship" means the City contribution of in-kind goods or resources in return for certain benefits to the City including acknowledgement, recognition, and/or promotional consideration.<sup>1</sup>

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<sup>1</sup> In-Kind Donations/Sponsorships are administered by the City Manager's Office and include, but are not limited to, waivers of Centennial Center Park fees, Eagle Street Facility meeting room fees and temporary use fees.

2. "Monetary Donation/Sponsorship" means the City contribution of money in return for certain benefits to the City including acknowledgement, recognition, and/or promotional consideration.
3. "Applicant" means an outside organization or agency seeking donation and/or sponsorship from the City.

D. Criteria/Eligibility.

1. Applicant must be located in the City of Centennial and/or provide public benefit to enhance the quality of life for citizens of the City of Centennial.
2. Requests from schools or school-related groups shall be handled in accordance to the procedures set forth in Section (E)(5) of this policy.
3. Individuals shall not be eligible for City donation and/or sponsorship.
4. The City shall not provide Monetary Donation and/or Sponsorship to non-profit organizations or entities with taxing authority *unless* the Applicant provides a significant exchange of services for the community's benefit to be determined at the discretion of City Council.
5. The following organizations or agencies shall not be eligible for City donation and/or sponsorship:
  - a. Religious or political groups;
  - b. Groups that discriminate on the basis of race, color, gender, religion, disability, sexual orientation, marital status or national origin; and
  - c. For-profit and corporate entities.<sup>2</sup>
6. In order for an Applicant to receive monetary funding, the Applicant must provide the City a significant exchange of services for the community's benefit, to be determined at the discretion of City Council, which criteria may include:
  - a. Broad community impact and/or Centennial identity building;
  - b. Number of Centennial citizens benefitted; and/or
  - c. Benefit to the economic health of the Centennial community.

E. Procedure for Requests.

1. The City Council may appropriate a certain amount of funds in the budget on an annual basis for Monetary Donations and/or Sponsorships to various outside organizations and agencies.
2. Any outside organization or agency that meets the criteria and eligibility requirements as set forth above and which seeks City donation and/or

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<sup>2</sup> This Policy shall not apply to economic development incentives and potential City funding allocated for economic development purposes.

sponsorship must submit an application to the City in the form attached to this Policy as **Exhibit A**.

3. An outside organization or agency seeking Monetary Donation and/or Sponsorship in relation to a specific event of the organization or agency shall submit a complete application no later than one hundred and twenty (120) days prior to the event.
4. Applications may be submitted at any time during the year provided, however, available funding may be depleted prior to the expiration of each calendar year. An application related to an event shall not be submitted to the City more than 365 days before such event.
5. Requests for donation and/or sponsorship from K12 schools or school-related groups:
  - a. Requests for donation and/or sponsorship from schools or school-related groups for monetary amounts greater than \$250.00 shall be processed in accordance with the criteria set forth in Section D of this Policy and approved at City Council's discretion.
  - b. Requests for donation, and/or sponsorship from schools or school-related groups for in-kind donations or monetary donations of \$250.00 or less shall be processed by the Youth Commission in accordance with separate criteria ratified by the City Council. At the discretion of the City Manager or the City Manager's designee, an agreement as set forth in Section E (7) of this Policy may be determined unnecessary for in-kind donations or monetary donations processed by the Youth Commission.
6. A presentation of the following items shall be made by City staff to the City Council on a quarterly basis:
  - a. Summary report of In-Kind Donations/Sponsorships administratively granted;
  - b. Summary report of Monetary and In-Kind Donations/Sponsorships granted by the Youth Commission; and
  - c. Presentation of complete applications for Monetary Sponsorship/Donation that meet the criteria of this policy and require review by City Council.
7. If awarded a donation and/or sponsorship by the City, an outside organization or agency shall be required to enter into an agreement with the City. The form and content of the agreement shall be subject to approval of the City Council. For most awards, the form and content of the agreement may be in a form substantially similar to that attached as Exhibit B. Such agreement shall clearly identify the reason for the donation and/or sponsorship and the public purpose served. All agreements shall be approved by the City Manager. Agreements shall be prepared and administered by the City Manager or designee.

8. City donation and/or sponsorship of an outside organization or agency shall not constitute a precedent for contributions in subsequent years.

F. Exceptions.

The majority of the City Council shall approve exceptions to this Policy including requests for donation and/or sponsorship from non-profit/501(c)(3)s or entities with taxing authority.

**MADE EFFECTIVE JANUARY 1, 2016.**

**AMENDED JULY 18, 2016.**