

**DATE:** April 13, 2010

**STAFF:** Marty Heffernan  
John Litel

*Pre-taped staff presentation: available  
at [fcgov.com/clerk/agendas.php](http://fcgov.com/clerk/agendas.php)*

## **WORK SESSION ITEM FORT COLLINS CITY COUNCIL**

### **SUBJECT FOR DISCUSSION**

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Proposal to Expand the Edora Pool Ice Center (EPIC) Advertising Policy

### **EXECUTIVE SUMMARY**

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In 1987, Council adopted an advertising policy for EPIC and updated it in 2003 when the second sheet of ice was added. The policy authorizes advertising on dasher boards, scoreboards, the Zamboni and in other locations in the facility. Staff is seeking Council input on the proposed expansion of the EPIC Advertising Policy to other Culture, Parks, Recreation and Environment (CPRE) facilities, including Northside Aztlan Community Center (NACC), Senior Center, the Gardens on Spring Creek, Mulberry Pool, City Park Pool, Club Tico, the Farm, Lincoln Center, and the Museum.

Expanded advertising opportunities will enable staff to develop mutually beneficial partnerships with businesses willing to make a sizeable, long-term investment. By offering an attractive advertising package we can attract a smaller number of significant sponsors.

Funding from the partnerships will be used to support programs, classes, performances and events.

### **GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED**

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1. Does Council have questions or concerns with the proposed expansion of the EPIC Advertising Policy?
2. Does Council have any suggested changes or additions to the proposal?
3. Does Council generally support the proposal?

### **BACKGROUND / DISCUSSION**

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City Council has authorized advertising at EPIC (Resolutions 1987-23 and 2003-031), on bus interiors (Ordinance No.122,1983), on bus benches and shelters (Ordinance No. 159,2001), and on the exterior of buses (Ordinance No. 123, 2006). Certain kinds of ads are not allowed, including alcohol or tobacco products; sexual or violent products or activities; political, religious or ideological messages; misleading or deceptive ads; ads promoting illegal activities; ads that are inappropriate for minors.

The City Administrative Policies authorize advertising on City property and in City publications and web sites. The scope of the advertising must be compatible with and supportive of City purposes.

Advertising in parks and along trails is prohibited by the City Code (Section 23-203). Temporary advertising (banners, displays) may be authorized by CPRE permit but must be removed daily. Advertising promoting City events (e.g., 4th of July) are allowed.

The EPIC Advertising Policy authorizes advertising in the EPIC facility. Ads are placed on dasher boards, scoreboards, the Zamboni, in the lobby and on benches and the marquee. Staff is proposing to expand the policy to allow limited advertising at other CPRE facilities, including: NACC, Senior Center, the Gardens on Spring Creek, Mulberry Pool, City Park Pool and Club Tico, the Farm, Lincoln Center and the Museum.

Ads would be limited to defined locations in the facilities to avoid an undue corporate presence. Ads would be tasteful and appropriate for a public facility and will not create an impression of corporate ownership or control.

The additional advertising opportunities will enable staff to develop mutually beneficial partnerships with businesses willing to make a sizable, long-term investment. By offering an attractive advertising package, the City can attract a smaller number of significant sponsors.

Funding from the advertising partnerships will be used to support programs, classes, performances and events. It will also improve staff's ability to cover the costs of producing, printing and distributing the Recreator.

The Parks and Recreation Board discussed the advertising proposal at its February 10, 2010 meeting. The Board unanimously supports the proposal (Attachment 2).

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## ATTACHMENTS

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1. City Advertising Resolutions and Ordinances
2. Minutes from the Parks and Recreation Board February 10, 2010 meeting
3. PowerPoint Presentation

RESOLUTION 8/-23  
OF THE COUNCIL OF THE CITY OF FORT COLLINS  
ADOPTING THE ADVERTISING POLICY FOR  
THE EDORA POOL AND ICE CENTER

WHEREAS, the City of Fort Collins owns and operates an indoor pool and ice arena in Edora Park; and

WHEREAS, a potential source of revenue for the City exists in the sale of advertising space at the pool/ice arena; and

WHEREAS, it is necessary to establish guidelines and policies which would define the types of advertising acceptable to the City and determine the location of advertising space at the pool/ice arena; and

WHEREAS, the Parks and Recreation Board has adopted an advertising policy and guidelines to be used for all advertising at the Edora Pool Ice Center, a copy of which is attached hereto and incorporated herein by this reference; and

WHEREAS, the Council of the City of Fort Collins must adopt the proposed policies and guidelines so that requests from potential advertisers may be processed and evaluated.

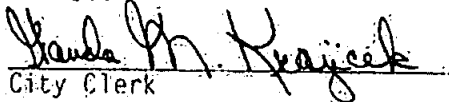
NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FORT COLLINS that the "Fort Collins Parks and Recreation Department Facility Policy and Guidelines, Advertising Policy - Pool/Ice Arena" be, and it hereby is, adopted as the advertising policy to be used for the Edora Pool Ice Center.

Passed and adopted at a regular meeting of the Council of the City of Fort Collins held this 3rd day of February, A.D. 1987.

Mayor



ATTEST:

  
City Clerk

FOR: COLLINS PARKS AND RECREATION DEPARTMENT  
FACILITY POLICY AND GUIDELINES  
ADVERTISING POLICY - POOL/ICE ARENA

Purpose:

Establish guidelines for regulating advertisement within the pool/ice arena facility. The facility will actively market and promote the sale of advertising space to generate revenue.

Statement of Policy:

1. Advertisement for alcohol or tobacco products, anything of a political or religious nature and advertisements which are considered to the City as offensive to the general public are prohibited.
2. The City reserves the right to view any advertisement prior to its posting for compliance with the above.
3. Advertising rates will be established by staff during the budget process and will be submitted with the departmental fee schedule for approval.
4. Advertising space will be limited to the following areas:
  - A. Zamboni panels located on the dump tank.
  - B. Four sections of dasher boards located on the east side of the hockey arena.
  - C. Advertising panels attached to the scoreboards.
  - D. Marquee and portable kiosk space in designated areas.
  - E. Lobby and hockey benches (similar to golf courses).
  - F. Banners or flags located in designated areas.
5. Billboard advertising on walls is prohibited.
6. Individual advertisers will be responsible for providing the advertising materials and any cost associated with the advertising materials and the display thereof.
7. The length of the advertising contracts will vary as applicable based on location and type of event.
8. Annual contracts advertising for certain spaces will be offered through a bidding process. Seasonal or per event advertising for other spaces will be offered on a first come, first served basis.
9. Advertisements for other spaces do not reflect the views or recommendations of the City, Parks and Recreation Department or its employees.

3/18/86

RESOLUTION 2003-031  
OF THE COUNCIL OF THE CITY OF FORT COLLINS  
APPROVING REVISIONS TO THE POLICY FOR INDOOR ADVERTISING AT EPIC

WHEREAS, the City of Fort Collins owns and operates the Edora Pool Ice Center ("EPIC");  
and

WHEREAS, on October 4, 1988, the City Council, by Resolution 88-126, adopted a policy establishing guidelines for the sale of advertising on certain spaces within EPIC (the "Policy"); and

WHEREAS, the City is nearing completion on a second sheet of ice at EPIC, and staff has recommended that the Policy be updated to specifically include the second sheet of ice; and

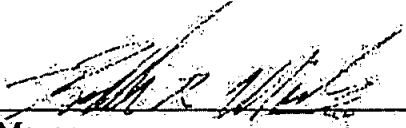
WHEREAS, working with the City Attorney's Office, staff has drafted a revised Policy, which addresses the expansion of the facility, clarifies some of the earlier language, and makes the Policy more consistent with other similar City policies; and

WHEREAS, the revised Policy was reviewed and supported by the Parks and Recreation Board at its meeting on December 4, 2002; and

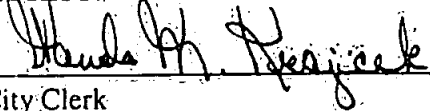
WHEREAS, the City Council believes that the proposed changes to the Policy are in the best interests of the City.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FORT COLLINS COLORADO that the "City of Fort Collins Cultural, Library, and Recreation Services Advertising Policy - Edora Pool Ice Center", attached hereto as Exhibit "A" and incorporated herein by this reference, is hereby adopted as the advertising policy to be used for the sale of advertising at the Edora Pool Ice Center.

Passed and adopted at an adjourned meeting of the Council of the City of Fort Collins held this 25th day of March, A.D. 2003.

  
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Mayor

ATTEST:

  
\_\_\_\_\_  
City Clerk

**City of Fort Collins  
Cultural, Library, and Recreational Services**

**ADVERTISING POLICY – EDORA POOL ICE CENTER**

**RECREATION DIVISION**

**Purpose:**

This policy establishes guidelines for regulating advertising within the pool/ice arena facility known as EPIC. The facility staff may, when financially desirable, actively market and promote the sale of advertising space to generate revenue.

**Statement of Policy:**

1. Advertising at EPIC may not include or constitute the following:
  - (a) advertising that primarily conveys a political, religious, ideological or other non-commercial message;
  - (b) advertising of alcohol or tobacco products or other products or services available only to adults by law;
  - (c) advertising that promotes illegal activities or transactions, that is misleading or deceptive, or constitutes a public nuisance;
  - (d) advertising of any product or service primarily related to sexual or violent activities, or advertising of any product or service in a manner that is sexually suggestive, that displays or suggests violence, or is inappropriate for minors.
2. The City reserves the right to view any advertisement prior to its posting, and to reject, in the City's sole discretion, advertising that does not comply with the above guidelines.
3. Advertising rates will be established by staff and/or through the City's competitive bidding process.
4. Advertising will be limited to the following areas:
  - Panels located on the dump tanks of both ice resurfacers.
  - Designated sections of dasher board panels located on the east side of both ice arenas.
  - Advertising panels attached to the scoreboards in both ice arenas and the pool.
  - Marquee and portable kiosk space in areas designated by facility staff.
  - Lobby and hockey benches.
  - Banners or flags located in areas designated by facility staff.
5. Individual advertisers will be responsible for providing the advertising materials and any costs associated with the advertising materials and their display.
6. The length of the advertising contracts will vary based on location and type of event.

7. Annual advertising contracts for certain spaces will be offered through a competitive bidding process. Seasonal or event advertising for other spaces will be offered on a first-come, first-serve basis through the Facility Manager.
8. Advertisements do not reflect the views or recommendations of the City of Fort Collins, the Parks and Recreation Department, or its employees.

ORDINANCE NO. 122 , 1983  
OF THE COUNCIL OF THE CITY OF FORT COLLINS  
AUTHORIZING THE CITY MANAGER TO ENTER INTO  
AN AGREEMENT WITH GIACO ENTERPRIZES, INCORPORATED  
FOR ADVERTISING SERVICES FOR THE INTERIORS OF  
TRANSFORT BUSES

WHEREAS, the City of Fort Collins operates the Transfort bus system for the use and benefit of its residents; and

WHEREAS, the City has decided to contract for advertising services for the interiors of the Transfort buses; and

WHEREAS, Article V, Section 34 of the Charter of the City of Fort Collins provides that, "No contract for service shall be made by the City for a longer period than two years, unless authorized by ordinance,..."; and

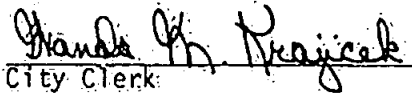
WHEREAS, the proposed contract for advertising services for the interiors of the Transfort buses is for a five year period.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF FORT COLLINS that the City Manager be, and hereby is, authorized to enter into an agreement with Giaco Enterprizes, Incorporated for the purpose of providing advertising services for the interiors of the Transfort buses for a period of five years.

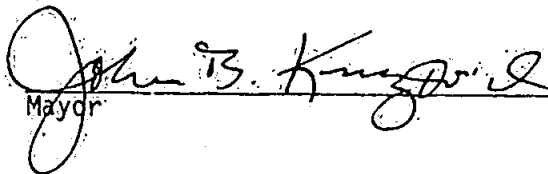
Introduced, considered favorably on first reading, and ordered published this 4th day of October, A.D., 1983, and to be presented for final passage on the 18th day of October, A.D., 1983.

  
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Mayor

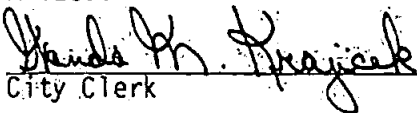
ATTEST:

  
\_\_\_\_\_  
City Clerk

Passed and adopted on final reading this 18th day of October, A.D., 1983.

  
\_\_\_\_\_  
Mayor

ATTEST:

  
\_\_\_\_\_  
City Clerk



ORDINANCE NO. 159, 2001  
OF THE COUNCIL OF THE CITY OF FORT COLLINS  
AUTHORIZING THE PURCHASING AGENT TO ENTER  
INTO AN AGREEMENT WITH OUTDOOR PROMOTIONS, INC.  
TO PROVIDE BUS SHELTERS, BUS BENCHES, AND  
ADVERTISING FOR THE CITY OF FORT COLLINS  
TRANSIT SERVICE FOR 20 YEARS

WHEREAS, on May 11, 2001, the City issued Request for Proposal Number P-793, regarding providing bus shelters and bus benches and sale of advertising space on same; and

WHEREAS, Outdoor Promotions, Inc., was selected based on its proposal in response to Request for Proposal Number P-793; and

WHEREAS, the proposed agreement between the City and Outdoor Promotions, Inc., a copy of which is on file in the Office of the City Clerk and available for public inspection and incorporated herein by this reference (the "Agreement"), is currently in force for an initial period ending December 31, 2001, with a 20-year extension period commencing January 1, 2002, subject to Council adoption of this Ordinance; and

WHEREAS, the Agreement requires Outdoor Promotions, Inc., to provide, install and maintain bus benches and bus shelters at all approved Transfort bus stops, and sell advertising space on the benches and shelters; and

WHEREAS, the Agreement establishes the desired form and content of advertising on the Transfort bus benches and shelters in order to advance the City's objectives of generating revenue for the Transfort system while maintaining a neutral position on political, religious and ideological matters, promoting healthful products and services appropriate for citizens of all ages, and to otherwise further the City's interest in protecting the health, safety and welfare of the public; and

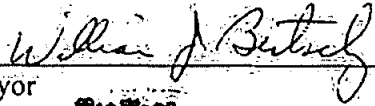
WHEREAS, the capital investment by Outdoor Promotions, Inc., in bus bench and bus shelter improvements will benefit the City and users of the City's Transfort bus system; and

WHEREAS, providing for a term of 20 years will enhance the ability of Outdoor Promotions, Inc., and the City to plan and implement a systematic improvement of Transfort bus stop and bus bench facilities; and

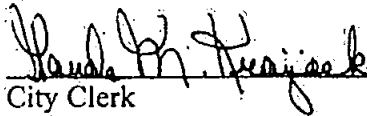
WHEREAS, pursuant to Section 8-186 of the Code of the City of Fort Collins, no contract for services shall be made by the Purchasing Agent for a longer period than five years unless authorized by the City Council by ordinance.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF FORT COLLINS that the Purchasing Agent be, and hereby is, authorized and directed to enter into an agreement with Outdoor Promotions, Inc. for the provision of bus benches and shelters consistent with the Agreement.

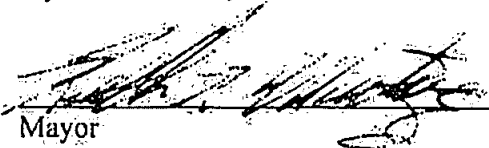
Introduced, considered favorably on first reading, and ordered published this 16th day of October, A.D. 2001, and to be presented for final passage on the 6th day of November, A.D. 2001.

  
\_\_\_\_\_  
Mayor **Pro Tem**

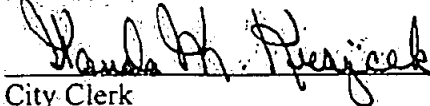
ATTEST:

  
\_\_\_\_\_  
City Clerk

Passed and adopted on final reading this 6th day of November, A.D. 2001.

  
\_\_\_\_\_  
Mayor

ATTEST:

  
\_\_\_\_\_  
City Clerk

ORDINANCE NO. 123, 2006  
OF THE COUNCIL OF THE CITY OF FORT COLLINS  
EXTENDING THE CONTRACT FOR ADVERTISING  
ON EXTERIOR AND INTERIOR OF BUSES  
FOR UP TO FIVE ADDITIONAL YEARS

WHEREAS, Outdoor Promotions, Inc. was selected by a competitive process to provide advertising on the exterior and interior of buses; and

WHEREAS, the City has contracted with the Outdoor Promotions for the last five years to provide that advertising; and

WHEREAS, the City awarded Outdoor Promotions a twenty (20) year contract to provide bus bench and shelter advertising, and Outdoor Promotions has established ongoing business relationships with individuals and businesses who advertise on both the City buses and on the benches and shelters; and

WHEREAS, it would be beneficial to the City to extend the bus exterior and interior advertising contract for an additional five years to take advantage of the synergy created by having one firm offering a variety of advertising options on the bus system; and

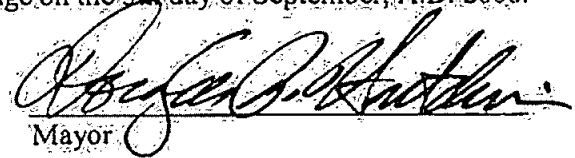
WHEREAS, the City desires to extend the term of the contract for an additional period of up to five years; and

WHEREAS, Outdoor Promotions has agreed to provide these advertising services on bus exterior and interiors for an additional period of up to five years; and

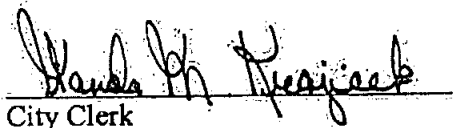
WHEREAS, Section 8-186(a) of the Code of the City of Fort Collins requires all contracts in excess of five years to be approved by ordinance.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF FORT COLLINS that the Purchasing Agent is hereby authorized to enter into an extension of the Exterior and Interior Bus Advertisement contract with Outdoor Promotions, Inc. for a period of up to five years.

Introduced, considered favorably on first reading, and ordered published this 15th day of August, A.D. 2006, and to be presented for final passage on the 5th day of September, A.D. 2006.

  
Mayor

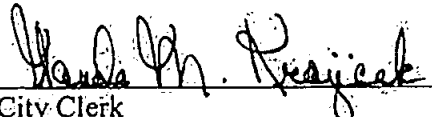
ATTEST:

  
City Clerk

Passed and adopted on final reading on the 5th day of September, A.D. 2006.

  
Mayor

ATTEST:

  
City Clerk

Parks & Recreation Board  
February 10, 2010

Discussion/Questions:

Are there any smaller parks being planned for north Fort Collins? There are some parks planned for northeast Fort Collins in the Maple Hill area, but nothing planned directly north in the Highway One area; but we do have Greenbriar and Soft Gold Parks in north Fort Collins.

Where are we at with Staley Park? We're right at the 10 year mark, so we need to get that park built.

There was a proposal to keep MMDs away from schools, what about parks? If this isn't mentioned in the proposal, can something be added about distance from parks? Craig was not sure, but will check into this.

**Advertising at Recreation Facilities**

Recreation is asking for support from the board, via a vote, to allow limited advertising in other recreational facilities, including The Farm at Lee Martinez Park, Northside Aztlan Community Center, Senior Center, etc. The advertising would be similar to what is already in place at EPIC. The advertising will be focused on target audience at each facility, and will not promote alcohol, tobacco, or have any sexual undertone. The advertising done at EPIC has helped to cover costs used to produce the various Recreation publications. We are looking for ways to increase our revenue to help offset the cost of recreational programs. The advertising would be in the form of overlays on floors, space on scoreboards, etc.

Discussion/Questions:

Would the revenue generated from the advertising be dedicated to Recreation? Yes.

How much do you currently make in advertising? About \$15,000.

How much advertising do you turn down? Not sure, but we do have to turn away potential advertisers.

Have there been any complaints regarding the advertising at EPIC? No.

CSU was able to pay for the two scoreboards at Hughes stadium with advertising revenue.

Does anyone actively seek advertising for the City? Yes, John Litel.

Motion

Danna Ortiz made a motion for the Parks & Recreation Board to support and encourage the proposed advertisement plan for Recreation facilities as requested by Recreation in accordance with current advertising done at EPIC and designed for target audiences; due to the Board's concern for the Park & Recreation budget and the City's reliance on the Recreation reserve fund.

William Pickering seconded.

Vote was taken – Approved 6:0

**Alcohol Adjustments at Recreation Facilities**

On January 19th, City Council approved Resolution 2010-002 authorizing the City Manager, on behalf of the City, to apply for liquor licenses for City facilities as the City Manager determines appropriate. On February 1st, the Liquor Licensing Authority granted a License to the Northside Aztlan Center to provide alcoholic beverage service to citizens who rent that facility.

Beginning March 1st we will contract with Toast of the Town Bartending Service (currently the contractor responsible for providing alcoholic beverage service at the Lincoln Center) to provide alcoholic beverage service to anyone requesting such service who rents facility space within the Northside Aztlan Community Center. Renters will meet with the Scheduling Coordinator (Elaine Bueno) to discuss rental space and needs. As part of this conversation, Elaine will ask if they wish to provide alcohol beverage service to their participants. If the request is made, the customer will complete a "Bar Request" form indicating the products they wish the service to provide. These items will be purchased and offered for sale during their event. All sales will be deposited as revenue for beverage service associated with that event.

## PROPOSAL TO EXPAND THE EDORA POOL ICE CENTER (EPIC) ADVERTISING POLICY

1



## QUESTIONS FOR COUNCIL

1. Does Council have questions or concerns with the proposed expansion of the EPIC Advertising Policy?
2. Does Council have any suggested changes or additions to the proposal?
3. Does Council generally support the proposal?

2



## CURRENT SITUATION

- In 1987 Council adopted an advertising policy for EPIC (Resolution 87-23)
- In 2003 Council adopted an updated advertising policy for EPIC to include the second sheet of ice (Resolution 03-031)
- The policy authorizes advertising on the dasher boards, scoreboards, on the Zamboni, in the lobby and on benches and the marquee

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## PROHIBITED ADS

The Policy prohibits ads:

- For alcohol or tobacco products
- For sexual or violent products or activities
- That convey political, religious or ideological messages
- That are misleading, deceptive or which promote illegal activities
- That are inappropriate for minors

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## BUS ADVERTISING

- In 1983 Council authorized advertising on the interior of City buses (Ordinance 122)
- In 2001 Council authorized advertising on bus benches and bus shelters (Ordinance 159)
- In 2006 Council authorized advertising on the exterior of buses and reauthorized ads for benches, shelters and bus interiors (Ordinance 123)

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## CITY ADMINISTRATIVE POLICIES

- Section 6.10 of the City Administrative Policies authorizes advertising on City property and in City publications and web sites
- The scope of the advertising must be compatible with and supportive of the City's purposes

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## PARKS AND TRAILS

- Advertising on parks and trails is prohibited by the City Code (Section 23-203)
- Temporary advertising (banners, displays) may be authorized by CPRE permit but must be removed daily
- Ads promoting City events and activities (e.g. 4<sup>th</sup> of July) are allowed

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## PROPOSAL

Authorize limited advertising at:

- Senior Center
- Northside Aztlan Community Center
- The Gardens on Spring Creek
- Mulberry Pool
- Club Tico and City Park Pool
- The Farm at Lee Martinez Park
- Museum
- Lincoln Center

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## CHECKS AND BALANCES

- Ads will be tasteful and appropriate for a public facility and will not create an impression of corporate ownership or control



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City of  
Fort Collins

## CHECKS AND BALANCES

- Ads will be limited to defined locations in each facility to **avoid** an undue corporate presence and “over saturation”

*Example of large advertising presence.*



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City of  
Fort Collins

## CHECKS AND BALANCES

- Ads will be tastefully placed on scoreboards, gym floors, under the ice, on display monitors, marquees, bulletin boards, wall banners and similar locations

*Concept of limited advertising presence at Northside Aztlan Community Center.*



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City of  
Fort Collins

## COMMUNITY SPONSORSHIPS

- Recreation has been working to develop significant, long-term partnerships with the businesses community
- Partnerships are made with sponsors who value and want to be associated with the services we provide to the community
- Our goal is to offer our sponsors recognition (through ads in our publications and facilities) for making a significant financial contribution

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City of  
Fort Collins

## Community Sponsorship Goals

- Cultivate sustainable and reciprocal relations with the business community
- Help local businesses prosper and succeed
- Create long-term comprehensive sponsorship opportunities consolidated into a single agreement or “package”

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## Community Sponsorship Process

1. Learn more about potential sponsor's marketing and community outreach needs
2. Investigate internal resources available to meet potential sponsor's needs
3. Develop a comprehensive “community sponsorship” plan that is sustainable, effective and reciprocal
4. Engage sponsor, nurture relationship and create an environment of cooperation and trust

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## Community Sponsorship Model

- Fewer sponsors - larger, long-term investments
- Less advertising - avoid excessive advertising in facilities
- Create marketing opportunities for local businesses that are effective and clear
- Avoid cluttered messages and over-saturation
- Create standards that include aesthetic guidelines for facility advertising

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## Sample of Community Sponsorship

### XYZ Inc. Annual Community Sponsorship Profile

XYZ Inc. would like to reach young, active families in Fort Collins with their marketing message. XYZ Inc. would also like to support low-income youth and sustainability efforts.

▪ Contribution to after-school program	\$1,000
▪ Contribution to reduced fee program	\$5,000
▪ Sponsor Composting Event	\$1,000
▪ Sponsor 5K Fundraiser	\$1,000
▪ Advertise at EPIC	\$5,000
▪ Advertise on golf scorecard	\$5,000
▪ <b>Total Investment</b>	<b>\$18,000</b>

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## EPIC's Advertising Results

- EPIC generates ~\$21,000 in annual advertising revenue
- EPIC advertising revenue is used to:
  - Replace the hockey score board  
\$6,000
  - Update swim score board  
\$19,000
  - Upgrade EPIC pool air quality  
\$4,000
  - Improve facility maintenance

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## MOTIVATION

- Our mission is to provide exceptional services to our exceptional community
- General Fund support for Recreation has been reduced by ~1.1 million dollars since 2008
- Expanding the EPIC Advertising Policy to other CPRE facilities will help preserve the quality of our services

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## QUESTIONS FOR COUNCIL

1. Does Council have questions or concerns with the proposed expansion of the EPIC Advertising Policy?
2. Does Council have any suggested changes or additions to the proposal?
3. Does Council generally support the proposal?