

Denton Municipal Electric

Community Sponsorship Program

City Council
September 19, 2017

Current Process

- DME currently has \$100,000 budgeted for sponsorships
- These funds are typically used for non-profit organizations, and sometimes other city department events.
 - The purpose was to provide a similar process to what is found in investor owned utilities
- Over the past few years, DME has spent between \$42K to \$64K on such sponsorships

Current Process (cont'd)

- Other sponsorships for the City require City Council approval
- These sponsorships also have an application process, selection criteria, and formal agreement that is entered into by the City and other parties
 - DME has had no formal process; only an internal approval process has been used.
- Staff presented information on sponsorships to PUB and Council in August.
 - Direction was given to continue program
 - Requested information on (1) City-wide sponsorship funds received by organizations and (2) proposed policy guidelines.

Proposed Sponsorship Policy

- Reduce budget from \$100,000 to \$50,000
- No funding given internally to other City Departments
- Specific criteria will be required to be met before sponsorships are approved
 - Must be a 501c3 organization
 - Must be a non-discriminatory organization
 - Sponsored organization must further a charitable cause or public interest
 - Organization must recognize City of Denton and DME at event and/or marketing materials

Proposed Sponsorship Policy (cont'd)

- Industry related organizations such as Texas Lineman Rodeo, Municipal Safety Exchange, etc. will be allowed
- Sponsorships over \$2,500 will be presented to PUB and Council for individual review and approval
- A list of organizations that receive sponsorships from DME will be given to the PUB and Council on a quarterly basis

Questions
