

Community Sponsorship Program

Solid Waste & Watershed Protection

Oct. 23, 2017



Background

- ▶ September 2017 – DME sponsorships
 - ▶ PUB & Council direction to continue program
 - ▶ Budget reduced from \$100K to \$50K
 - ▶ Specific criteria and approval process
- ▶ Solid Waste sponsorship budget is \$22K
 - ▶ Promote recycling and responsible waste practices
 - ▶ \$20K to \$29K has been spent each of the last two years
- ▶ Watershed sponsorship
 - ▶ Promote pollution prevention, stormwater, and water quality awareness
 - ▶ Meet requirements of City's MS4 Permit
 - ▶ \$9,000 and \$9,500 has been spent each of the last two years

SW Sponsorships

- ▶ Keep Denton Beautiful
 - ▶ KDB Contract
 - ▶ *CITY shall provide CONTRACTOR the sum of \$10,000 or such other sum of money as determined by the City's annual budget*
 - ▶ KDB Events – Solid Waste Sponsorship
 - ▶ Redbud Festival - \$2,500
 - ▶ KDB Events – Watershed Sponsorships
 - ▶ Redbud Festival - \$3,500
 - ▶ Great American Cleanup - \$3,500
 - ▶ Environmental Education Grants Program - \$1,000
- ▶ Other sponsorships include community events and industry organizations

Proposed Policy

- ▶ Sponsorships over \$2,500 require PUB/Council approval
- ▶ Qualifying criteria:
 - ▶ Must be a 501c3 organization
 - ▶ Must be a non-discriminatory organization
 - ▶ Sponsored organization must further a charitable cause of public interest
 - ▶ Organization must recognize City of Denton at event and/or on marketing materials
 - ▶ Industry organizations will be allowed
- ▶ Quarterly report will be provided to the PUB/Council

Direction

- ▶ Staff recommendation:
 - ▶ Reduce SW budget to \$15,000
 - ▶ Maintain Watershed sponsorships
 - ▶ Adhere to proposed policy and criteria

