

City of Piedmont
COUNCIL AGENDA REPORT

DATE: January 17, 2023

TO: Mayor and Council

FROM: Sara Lillevand, City Administrator

SUBJECT: Update on Piedmont Community Pool Project Fundraising Campaign and Authorization to Develop Naming Agreements for Contributions of \$250,000 or Greater to the Project

RECOMMENDATION

Receive an update on the Fundraising Campaign to raise \$2.1 million dollars for the Piedmont Community Pool project being undertaken by the Piedmont Recreational Facilities Organization (PRFO) and authorize staff to develop naming agreements for contributions of \$250,000 or greater to the project.

BACKGROUND

At its December 5, 2022 meeting, the City Council authorized staff to award contract for the construction of the new Piedmont Community Pool to Wickman Development & Construction. Included in the funding sources for the project was a \$2.1 million fundraising campaign goal set by the Piedmont Recreational Facilities Organization (PRFO), the general framework for which had been authorized by the City Council on August 15, 2022.

As of January 12, 2023 PRFO has received \$1.16 million in donations and firm pledges for the Piedmont Community Pool project and has announced an additional \$500,000 matching challenge.

The name of the facility itself is and will continue to be the Piedmont Community Pool. Within the facility, there are several potential high profile opportunities for enhanced donor recognition including, but not limited to, naming of the competition pool, the pavilion, the recreation/activity pool, and the poolside multipurpose room. By policy, all naming rights for City facilities require City Council approval.

Staff seeks council authorization to work with PRFO and the City Attorney's Office to develop donor recognition naming agreements with individuals and/or families who contribute \$250,000 or more to this project. These naming agreements would memorialize key material terms of each particular naming right including, but not limited to, details about the amount and timing of the gift, how the name will be displayed, a set duration for the naming right, as well as a morals clause and termination provisions. The intent is to match the visibility and/or duration of the

naming opportunity with the generosity of the gift such that there would be differentiation between, for example, donations of \$250,000 and \$500,000. Ultimately, naming agreements will be brought to the City Council for consideration and approval.

The City appreciates the generosity of the community in supporting the Piedmont Community Pool project. Whether large or small, any level of contribution is greatly appreciated. Contributions of \$500 or more will be recognized within the new Community Pool facility by donor level as follows:

Donor Level	Donation Amount
Champion	\$100,000
Gold	\$50,000
Silver	\$25,000
Bronze	\$10,000
Olympian	\$5,000
All-Star	\$2,500
Enthusiast	\$1,000
Patron	\$500