



## Legislation Text

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**File #:** 2019-698, **Version:** 1

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Placement: New Business

Action Requested: Motion / Vote

Authorize the City Manager to negotiate and execute, upon review by the City Attorney, a contract with MIDFLORIDA Credit Union for Naming Rights to the Port St. Lucie Civic Center

Submitted By: David Graham, Assistant City Manager

Strategic Plan Link: The City's Goal of a high-performing city government organization.

Executive Summary (General Business): In response to naming rights outreach efforts placed on the City's website, representatives of MIDFLORIDA Credit Union contacted Port St. Lucie Civic Center management expressing interest in obtaining Naming Rights of the Civic Center. The Credit Union has made an offer of \$195,000 annually for a five-year contract with an option to renew for an additional five years.

Presentation Information: A short visual presentation providing background will be provided with staff available to respond to questions.

Staff Recommendation: Move that the Council authorize the City Manager to negotiate and execute a Naming Rights contract, upon review by the City Attorney, with MIDFLORIDA Credit Union.

Alternate Recommendations:

1. Move that the Council amend the recommendation and authorize the City Manager to negotiate and execute a Naming Rights contract, upon review by the City Attorney, with MIDFLORIDA Credit Union.
2. Move that the Council provide staff direction.

Background:

For many years the Civic Center has sponsored a "Naming Rights & Benefactor Program." Begun early in the Center's operations, the Benefactor Program was designed for people who want to contribute to the Civic Center with a one-time donation to honor or memorialize an individual or organization. Donors' names are listed on a prominent display in the lobby of the Center. To date, 53 donors have contributed from \$50 to over \$5,000 each in participation.

Partnering at the Civic Center location, the Parks and Recreation Department is in a continuing series of contracts with Humana Medical Plan, Inc. which began in 2010 to sponsor the Humana Fitness and Wellness Center. To date, the value of these contracts amounts to \$185,000.

To stimulate interest in Naming Rights consideration of the Port St. Lucie Civic Center complex by potential entities, staff updated the longstanding website Naming & Benefactor Program listing, issued a press release

through the Communications Department to increase public awareness of the Program, published a Public Notice through TCPalm for seven days, and listed the opportunity through an email-blast to the membership of the St. Lucie County Chamber of Commerce.

MIDFLORIDA Credit Union responded by contacting the Civic Center Director with the request to present an offer for City Council consideration.

**Issues/Analysis:**

If approved, MIDFLORIDA Credit Union would cover all costs for signage as authorized through the five -year contract in addition to annual payments of \$195,000 annually for a total of \$975,000.

There are no anticipated direct costs borne by the Civic Center regarding the contract. However, modest expense to update staff uniforms, collateral materials, and related incidentals to reflect the new brand is expected.

Financial Information: N/A

Special Consideration: N/A

Location of Project: N/A

**Attachments:**

1. PowerPoint presentation.
2. Naming Rights Partnership package.

*NOTE: All of the listed items in the "Attachment" section above are in the custody of the City Clerk. Any item(s) not provided in City Council packets are available upon request from the City Clerk.*

**LEGAL SUFFICIENCY REVIEW:** Approved as to Legal form and sufficiency by James D. Stokes, City Attorney.