

Honorable Chair and Members
of the Ad Hoc Naming of Public Facilities Committee
City Hall
Torrance, California

Members of the Committee:

SUBJECT: 555 Maple Avenue Multi-Use Sports Fields

RECOMMENDATION

The Community Services Director recommends that the Council Ad Hoc Naming of Public Facilities Committee follow-up on City Council's direction to develop guidelines and expectations for naming rights for the multi-use sports fields located at 555 Maple Avenue, Torrance.

BACKGROUND/ANALYSIS

On November 5, 2013 the City Council approved a Donor Wall and Sponsorship program for the sports fields located at 555 Maple Avenue. Additionally, City Council assigned to the Council Ad Hoc Naming of Public Facilities Committee the development of guidelines and expectations for naming rights for the facility. (Attachment A).

There are three naming opportunities that the Committee may consider: the naming right for the facility itself and the naming right for each of the two fields. Guidelines and expectations may be set for each. The issues to be addressed are as follows:

Outreach:

- ▶ Value of naming right
 - Facility
 - Fields (2)
- ▶ Term of naming right
- ▶ Target businesses
 - Number
- ▶ Personal phone call from Mayor to targeted businesses
- ▶ Follow-up letter with personalized promotional brochure

Expectation and Recognition:

- ▶ Concepts for name rights benefits:
 - Entry Sign for facility naming right with corporate logo (Attachment B)
 - 3 X 5 mounted signs for each field with name and corporate logo
 - Organizations' name and logo included on all portable signage at the facility, including field location signs and other temporary signage
 - Promotional literature/information
 - Outreach to sports organizations
 - Advertisement of events

► Recognition of donors:

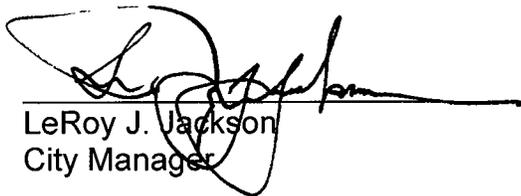
- Public recognition at City Council meeting
- Organizations' name and logo included in the dedication program and ceremony for the Ribbon Cutting Ceremony
- Speaking time at Ribbon Cutting Ceremony/Grand Opening
- City Plaque recognizing donor
- Featured story on CitiCABLE
- Torrance Seasons Cover – Spring Edition
- Daily Breeze and LA Times outreach for news coverage
- Recognition on City's Official Facebook, Twitter and weekly eNewsletter

An immediate timeframe is proposed to begin the outreach following Committee direction and City Council approval as the opening of the fields is anticipated for February 2014.

Respectfully submitted,


John Jones
Community Services Director

CONCUR:


LeRoy J. Jackson
City Manager

JJ:MKG/dle

Attachments: A) Council Agenda Item 8D dated November 5, 2013
B) Facility Entry Aerial
C) Facility Entry Close Up
D) Organizations' Sign