

Memorandum

To: Mike Geisel, City Administrator
From: Tom McCarthy 
Director of Parks, Recreation and Arts
Date: 2/15/2021
Re: Independent Sponsorship for the Amphitheater



#4

I intend to take another run at the independent sponsorship opportunity, with the intention of raising some larger funds for the amphitheater. We attempted this in 2021 and due to Covid, most things were shut down or drastically limited. We never engaged someone to seek sponsorships. Their niche was smaller sponsorships for festivals and events. Many of the smaller sponsorship opportunities did not really have any interest in sponsoring events or small \$1,000- \$10,000 projects because they were not sure how the entire Covid situation was going to affect special events and festivals. Since January of 2021 and the improved forecast for things opening up in 2022 we have been looking for better opportunities for someone who can go after the bigger partners while leaving in place the ability of someone to go after smaller scale sponsorships at the lower rates.

We have come across a gentleman named Dave Kinsey that lives here in Chesterfield and has a company called Play Book. Dave has a very successful business of going after large sponsorships. Dave has a portfolio of large businesses that have a much healthier bottom line and potentially would be interested in some larger opportunities. A few of the large clients Dave has worked with are the St. Louis Rams, PGA Championship, Bellerive Country Club, and Kansas City Chiefs. With our initial independent sponsorship information that was given to Council back in January of 2021 and approved at the January 4, 2021 Council meeting, we were looking at hiring someone to go after sponsorship dollars for us and the percentage was 15% payout up to the first \$100,000 and anything after that each year would go to 20%.

Dave's service agreement is a bit different and he has a proven track record with going after larger ticket sponsorships and long-term sponsorships. Dave's service agreement is for two years and with a third year if mutually agreed by both parties. Dave's contingent compensation starts at 20% of total gross contractual revenue on the first \$100,000 and then 25% of total gross contractual revenue on every dollar above \$100,001. There is no cost unless Dave is successful in obtaining partnerships. Dave has some conceptual ideas and he is pretty comfortable working and delivering on such as Box Office Branding/naming rights, Party Porch naming rights, Stage naming rights,

gate partners, liquor/wine naming rights and potentially back of house naming rights for the amphitheater.

I have attached a service agreement that Dave has given us along with our memo dated 11/5/2020 independent sponsorship for Council vote and direction along with the Council meeting minutes showing their prior approval in January of 2021. Any agreements for naming rights or large-scale sponsorships would be approved by Council before contractual agreements were signed with the sponsors.

I would like to move Dave's option forward to the Parks, Recreation & Arts Committee of Council for their review and recommendation with your approval and then on to the full Council for their direction.



Memorandum

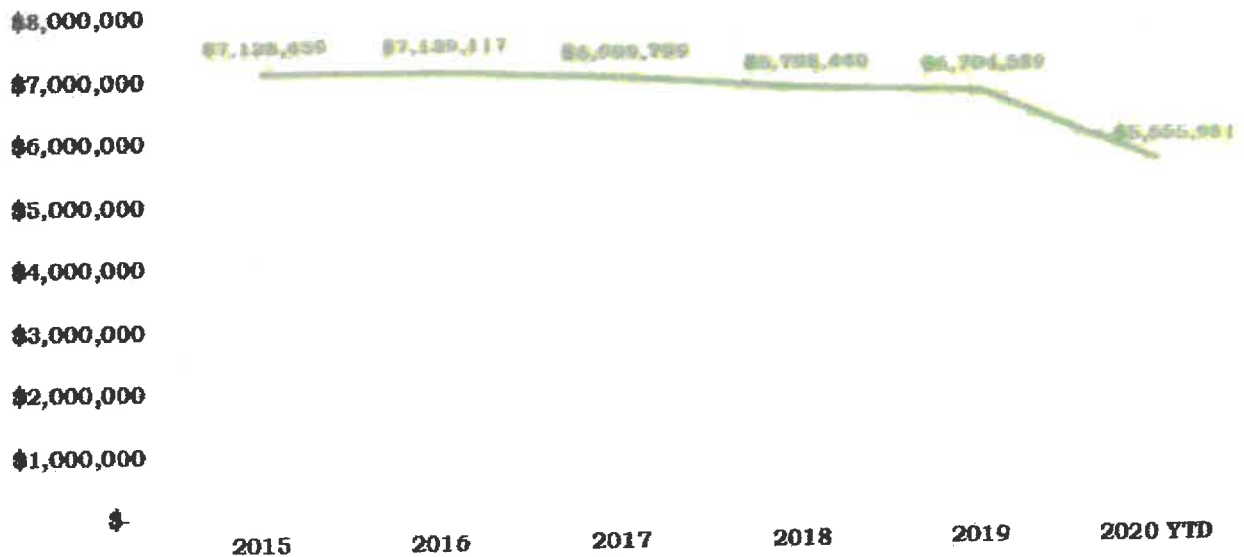
To: Mike Geisel, City Administrator
Jeannette Kelly, Finance Director
From: Tom McCarthy,
Director of Parks, Recreation & Arts
Date: 11/5/2020
Re: Independent Sponsorship

As you are aware, we have had a serious decline of our ½ cent sales tax this year and over the past five previous years. As we continue to strive to deliver exceptional facilities, programs, events and top tier Parks, Recreation and Arts experiences to the residents of Chesterfield we have slowly had to find dollars in our budget to keep all these things running and in good repair. The graph below was prepared outlining our parks revenue decline over the past few years by our Finance director Jeannette Kelly.

Sales Tax Revenues

	2015	2016	2017	2018	2019	2020 YTD
Parks Sales Tax	\$ 7,128,459	\$ 7,139,117	\$ 6,999,799	\$ 6,798,440	\$ 6,704,589	\$ 5,555,981

Parks Sales Tax



The option we feel which would afford us the best opportunity to raise additional funds is to contractually hire an independent Sponsorship Sales Representative on a contingency fee basis. We have dealt with individuals in similar positions when we worked with Taste St. Louis, Pedal the Cause and some of our other large festivals over the years. The City's 25th anniversary is another example of doing this in the past. The birthday celebration generated substantial funds was done by working closely with several key employees and a

25th birthday group of past strategic elected officials. We feel that the right person representing the Parks, Recreation and Arts Department on a percentage of sales basis with no guarantees, monthly fees or health benefits could most likely generate in the neighborhood of \$100,000 in the first year and potentially \$150,000 or more as the program gets off the ground. We have researched the going rate for one of these professional individuals and they typically receive 15%-20% starting with a bonus when they reach a certain dollar amount raised. We are thinking that we can get someone at a contingent 15% rate and if they reach the \$100,000 level, their rate would increase to 20% on everything over \$100,000.. There are some businesses and vendors which we have current agreements or relationships with that would be excluded from the contract base. The consultant would only get paid after the City receives the sponsorship payments and if it is a multi-year deal they would get paid yearly on the dollars when received. We would work closely with our City attorney to create a contract that is both fair and equitable for both parties involved. There are also other parameters that we would put in place to make sure that sponsorships and marketing opportunities would fit with our mission and the overall City experience we would like our residents and guests to experience. Several opportunities that could be explored that we already do, (but this person would have the connections to potentially get larger dollars and more activations with corporations and businesses across Missouri) are: concert sponsorships, festival activation for vendors, ticketed big act performer sponsorships, large park project sponsorships, turf field donations, pavilions, ball field quads, stage and amphitheater naming sponsorships for a season or long-term naming rights. With the large naming right deals these would be brought back to Council for direction and approval.

By going with this new opportunity of having a professional, sponsorship salesperson we would be able to knock on more doors, get into larger organizations and raise more dollars at no cost to us. As much as I would like to say we can do it all, we have limited resources and we are fairly good at raising some small dollars, but we do not have the expertise nor the time required to bring in the large donors that are out there and we need to start going after.

We have discussed this at our last Parks, Recreation and Arts Citizens Advisory Committee meeting on October 7th and a vote taken with an affirmative unanimous recommendation to move this forward to the Parks, Recreation and Arts Committee of Council for their approval and then on to the full Council if they are in favor.

With your approval I would like to move this forward to the Committee of Council.

If you would like to discuss this please let me know.

Please forward to the Parks, Recreation and Arts Committee for further discussion, review and recommendation.

 2020-11-5



RECORD OF PROCEEDING

MEETING OF THE CITY COUNCIL OF THE CITY OF CHESTERFIELD AT 690 CHESTERFIELD PARKWAY WEST

JANUARY 4, 2021

The meeting was called to order at 7 p.m.

Mayor Bob Nation led everyone in the Pledge of Allegiance and followed with a moment of silent prayer.

A roll call was taken with the following results:

PRESENT

ABSENT

Mayor Bob Nation
Councilmember Mary Monachella
Councilmember Barbara McGuinness
Councilmember Ben Keathley
Councilmember Mary Ann Mastorakos
Councilmember Dan Hurt
Councilmember Michael Moore
Councilmember Tom DeCampi
Councilmember Michelle Ohley

APPROVAL OF MINUTES

The minutes of the December 7, 2020 City Council meeting were submitted for approval. Councilmember Mastorakos made a motion, seconded by Councilmember Moore, to approve the December 7, 2020 City Council minutes. A voice vote was taken with a unanimous affirmative result and the motion was declared passed.

INTRODUCTORY REMARKS

Mayor Nation announced that City Hall will be closed on Monday, January 18 in observance of Martin Luther King Jr. Day.

Mayor Nation announced that Candidate Filing for the April 6, 2021 Municipal Election closes on Tuesday, January 19, at 5:00 p.m., in the City Clerk's office at City Hall.

Mayor Nation announced that the next meeting of City Council is scheduled for Tuesday, January 19, at 7 p.m.

COMMUNICATIONS AND PETITIONS

Mr. Ryan Meeks, 148 Chesterfield Industrial Blvd., stated that he was available to answer questions pertaining to Bill No. 3327 (P.Z. 08-2020 Straub Lane Estates [14685 Clayton Road]).

Ms. Jane Cunningham, 6568 Robyn Point, Osage Beach, Missouri, spoke about public official conduct.

Mr. Norm Baxter, 1879 Stenton Path, was unable to attend but requested that the City Clerk read his comments pertaining to conduct of elected officials.

Mr. Ron Cawood, 16992 Riverdale Drive, spoke about public officials' behavior and their description of events.

Mr. Dennis Ganahl, 15979 Woodlet Way Court, spoke about civility in City government.

Mr. Steve Stetz, 16009 Aston Court, spoke about conduct and attributes expected of a Mayor/community leader.

Mr. Bill Lawson, 2114 Riding Trail Drive, spoke about the community's expectations for Chesterfield elected officials and potential political motivations of media and public comments.

APPOINTMENTS

There were no appointments.

COUNCIL COMMITTEE REPORTS AND ASSOCIATED LEGISLATION

Planning/Public Works Committee

Bill No. 3322 Repeals City of Chesterfield Ordinance 2463 and replaces it with an ordinance amending the development criteria for a 1.49 acre "PC" Planned Commercial District located at the southwest corner of the intersection of Chesterfield Parkway East and Conway Road (P.Z. 06-2020 15310 Conway Road {SMS Group, LLC} 18S310557) **(Second Reading) Planning Commission recommends approval. Planning & Public Works Committee recommends approval**

Councilmember Dan Hurt, Chairperson of the Planning/Public Works Committee, made a motion, seconded by Councilmember Monachella, for the second reading of Bill No. 3322. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill No. 3322 was read for the second time. A roll call vote was taken for the passage and approval of Bill No. 3322 with the following results: Ayes – Monachella, Mastorakos, Moore, DeCampi, McGuinness, Hurt, Ohley and Keathley. Nays – None. Whereupon Mayor Nation declared Bill No. 3322 approved, passed it and it became **ORDINANCE NO. 3127.**

Bill No. 3326 Amends Ordinances 3040, 3041, 3043, 3044, 3045, 3053, 3072, 3073, 3074, and 3075 to authorize replacement construction and maintenance escrows for Fienup Farms Subdivision, Plats 1, 2, 4, 5, 6, 7, 8, 9, 10, and 11 **(First & Second Readings) Planning & Public Works Committee recommends approval**

Councilmember Hurt made a motion, seconded by Councilmember Monachella, for the first reading of Bill No. 3326. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill No. 3326 was read for the first time.

Councilmember Hurt made a motion, seconded by Councilmember Monachella, for the second reading of Bill No. 3326. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill No. 3326 was read for the second time. A roll call vote was taken for the passage and approval of Bill No. 3326 with the following results: Ayes – McGuinness, Mastorakos, Hurt, Keathley, Monachella, Moore, Ohley and DeCampi. Nays – None. Whereupon Mayor Nation declared Bill No. 3326 approved, passed it and it became **ORDINANCE NO. 3128.**

Bill No. 3327 Amends the Unified Development Code of the City of Chesterfield by changing the boundaries of the "NU" Non-Urban District to the "R-2" Residence District for a 0.90-acre tract of land located at 14685 Clayton Road, northwest of the intersection of Clayton Road

and Straub Road (P.Z. 08-2020 {Sudha} 21R441513) **(First Reading) Planning Commission recommends approval. Planning & Public Works Committee recommends approval**

Councilmember Hurt made a motion, seconded by Councilmember Moore, for the first reading of Bill No. 3327. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill No. 3327 was read for the first time.

Councilmember Hurt announced that the next meeting of this Committee is scheduled for Thursday, January 7, at 5:30 p.m.

Finance and Administration Committee

Councilmember Barbara McGuinness, Chairperson of the Finance and Administration Committee, indicated that this Committee had no action items for this evening.

At the November 30, 2020 Finance and Administration Committee meeting, the Committee directed City Attorney Graville and Staff to collaborate and draft a policy to address the use of municipal resources for third party benefits and the public purpose issues associated therewith. Councilmember McGuinness reported that, once the policy is more complete, it will be returned to the Finance and Administration Committee for perfection.

Parks, Recreation & Arts Committee

Councilmember Michelle Ohley, Chairperson of the Parks, Recreation & Arts Committee, made a motion, seconded by Councilmember Mastorakos, to approve changes for the operation of the Chesterfield Aquatic Facility for the 2021 season as recommended by the Parks, Recreation and Arts Committee. A roll call vote was taken with the following results: Ayes – Monachella, Ohley, Hurt, McGuinness, Moore and Mastorakos. Nays – DeCampi and Keathley. Mayor Nation declared the motion passed.

Councilmember Keathley made a motion, seconded by Councilmember Moore, to authorize engaging an independent contractor to assist in acquiring Parks sponsorships on a contingency basis as recommended by the Parks, Recreation and Arts Committee. A roll call vote was taken with the following results: Ayes – Mastorakos, Monachella, DeCampi, McGuinness, Hurt, Keathley and Moore. Nays – Ohley. Mayor Nation declared the motion passed.

Councilmember Hurt made a motion, seconded by Councilmember Mastorakos, to approve a proposed resolution authorizing an application for a Municipal Parks Planning Grant and subsequently entering into a professional services contract. A roll call vote was taken with the following results: Ayes – Mastorakos, Hurt, Monachella, Keathley, Ohley, Moore, DeCampi and McGuinness. Nays – None. Mayor Nation declared the motion passed. The successful resolution became Chesterfield Resolution No. 466.

Councilmember Hurt made a motion, seconded by Councilmember Moore, to approve the budget transfer associated with the successful grant application for Logan Park Phase 1. A roll call vote was taken with the following results: Ayes – Keathley, DeCampi, Ohley, Monachella, Hurt, McGuinness, Mastorakos and Moore. Nays – None. Mayor Nation declared the motion passed.

Public Health & Safety Committee

Councilmember Ben Keathley, Chairperson of the Public Health & Safety Committee, stated that this Committee met on December 9, 2020. There were no action items for this evening.

REPORT FROM THE CITY ADMINISTRATOR

City Administrator Mike Geisel indicated that he had no report this evening, but there was one action item under “Other Legislation” for which he would be requesting a motion.

OTHER LEGISLATION

Bill No. 3328 Approves the installation of two (2) fire hydrants along Conway Road located within the City of Chesterfield **(First & Second Readings) Department of Public Works recommends approval**

Councilmember Ohley made a motion, seconded by Councilmember Mastorakos, for the first reading of Bill No. 3328. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill No. 3328 was read for the first time.

Councilmember Mastorakos made a motion, seconded by Councilmember Ohley, for the second reading of Bill No. 3328. A voice vote was taken with a unanimous affirmative result and the motion was declared passed. Bill No. 3328 was read for the second time. A roll call vote was taken for the passage and approval of Bill No. 3328 with the following results: Ayes – Hurt, Keathley, DeCampi, Monachella, Moore, Ohley, McGuinness and Mastorakos. Nays – None. Whereupon Mayor Nation declared Bill No. 3328 approved, passed it and it became **ORDINANCE NO. 3129**.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

There was no new business.

ADJOURNMENT


Mayor Nation entertained a motion to reconvene into Executive Session. Councilmember Moore made a motion, seconded by Councilmember Monachella, to go into closed session, pursuant to RSMo 610.021 (9) for the purpose of discussing preparation, including any discussions or work product, on behalf of a public governmental body or its representatives for negotiations with employee groups. A roll call vote was taken with the following results: Ayes – Keathley, Hurt, Mastorakos, Ohley, DeCampi, Monachella, Moore and McGuinness. Nays – None. Mayor Nation declared the motion passed.

There being no further business to discuss, Mayor Nation adjourned the meeting at 7:59 p.m.



Mayor Bob Nation

ATTEST:



Vickie McGownd, City Clerk

APPROVED BY CITY COUNCIL: 1/19/2021



SERVICE AGREEMENT

CHESTERFIELD AMPHITHEATER / CITY OF CHESTERFIELD

SCOPE OF WORK

Summary: PlayBook+ to lead and support strategy and execution of sponsorship revenue alongside Chesterfield Amphitheater (ChAmp) / City of Chesterfield.

Specific objectives:

- Identify specific revenue opportunities to be marketed and sold alongside ChAmp staff
- Creation of prospect target list (no-call list to be provided by ChAmp)
- Prospecting, qualifying, and executing sales agreements in principle
- Development of collateral, sales decks, mock-ups, and other materials to aid in the sales process
- Additional sales support as agreed upon

Suggested Revenue Opportunities:

- Box Office branding/naming rights
- Party Porch naming rights
- Stage Naming Rights
- Gate Partner(s)
- Traditional Signage on-site as approved/agreed upon (ie: Concession area)
- Country Music Fair Naming Rights
- Liquor/wine partner

COMPENSATION & TERMS

Term: Two (2) years (2/1/22 – 12/31/23) ; Mutual third year if agreed (1/1/24 – 12/31/24)

Commission: 20% of total gross contractual revenue on first \$100,000; 25% of total gross contractual revenue on every dollar \$100,001 and up



Agreed and Accepted:

City of Chesterfield / Chesterfield Amphitheater

By: _____ Date: _____

Printed Name: _____ Title: _____

Agreed and accepted:

JWS Consulting, LLC dba PlayBook+

By: _____ Date: _____

Printed Name: _____ Title: _____