City of Margate

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Legislation Details (With Text)

File #:	ID 2020-022 **Version:** 1	**Name:**	
Type:	Discussion and Possible Action	**Status:**	Agenda Ready
File created:	1/14/2020	**In control:**	Regular City Commission Meeting
On agenda:	1/22/2020	**Final action:**	
Title:	SPONSORSHIP, WAIVING OF FEES, USE OF CITY LOGO - BROWARD COUNTY WATERWAY CLEANUP.		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. BACKGROUND 1 - SPONSORSHIP PACKAGE, 2. BACKGROUND 2 - SUNBIZ, 3. BACKGROUND 3 - MIASF LIABILITY WAIVER, 4. BACKGROUND 4 - FACILITY USE PERMIT, 5. BACKGROUND 5 - CERTIFICATE OF INSURANCE, 6. CORRESPONDENCE 1 - MARGATENEWS, 7. CORRESPONDENCE 2 - MIASF		

Date	Ver.	Action By	Action	Result

TO: Mayor and City Commission

FROM: Cale Curtis, City Manager

DATE: January 22, 2020

SPONSORSHIP, WAIVING OF FEES, USE OF CITY LOGO - BROWARD COUNTY WATERWAY CLEANUP.

BACKGROUND: The Broward County Waterway Cleanup, organized by the Marine Industries Association of South Florida (MIASF), is to be held on Saturday, March 7, 2020. This is the 43rd year of the Waterway Cleanup. Event website information indicates that in 2019, over 1,400 volunteers of all ages worked at 38 locations across the county to remove over 35 tons of trash and debris from Broward County waterways, rivers and canals.

MAISF as well as the Margate Waterfront Foundation (Foundation) has reached out to the City to see if there is an interest in sponsoring this year's event. MIASF was provided the City's Event Sponsorship packet but has advised they will not be submitting it for consideration by the City Commission. MIASF has offered to include the City's logo on event marketing as an in-kind sponsor for waiving permit fees for use of City property for the event. The Foundation advised that they are a sponsor and site coordinator for the event at the Margate Marina and that no manpower is required other than those wishing to volunteer.

According to the event website, each participant is required to execute a Waterway Cleanup Waiver indemnifying and holding harmless the MIASF.

The Fair Labor Standards Act (FLSA) requires, in general, that City staff who are performing work that is similar to their ordinary work activities cannot volunteer for an employer sponsored event and would need to be compensated.

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Use of the City logo on Waterway Cleanup event material would require a direct affiliation or sponsorship relationship with the City pursuant to Section 2-20 of the City Code.

> **"Sec. 2-20. - Prohibition on use of city logo and slogan.**
>
> No person or entity may use or display the city's logo or slogan except the city and businesses directly affiliated with the city, such as the community redevelopment agency and the Northwest Focal Point Center, as well as those entities having a sponsorship relationship with the city, such as city sponsored sports leagues. This section shall be effective and apply retroactively, and therefore, any person or entity currently using the city's logo or slogan must immediately cease such use."

RECOMMENDATION: For discussion and possible action.

FISCAL IMPACT: To be determined.

CONTACT PERSON: Michael Jones, Parks and Recreation Director

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