

**RESOLUTION NO. 2019-009**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK  
ADOPTING THE COMMUNITY SERVICES PROMOTIONAL GIVEAWAY POLICY**

**WHEREAS;** Community Services and Spreckels Performing Arts Center staff have a past practice of providing free admission to in-house recreation programs and activities as well as tickets to Spreckels Theatre Company productions at the Performing Arts Center for promotional purposes; and

**WHEREAS,** this practice helps promote revenue-generating programs by potentially exposing new customers to Performing Arts Center shows or recreation programs through the opportunity to attend/participate at no cost; and

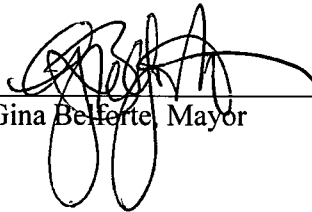
**WHEREAS,** high attendance at events gives greater exposure to Community Services and can assist in increasing registrations of fee-based classes, camps and programs through face-to-face marketing; and

**WHEREAS,** these types of practices can help support local non-profit organizations.


**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Rohnert Park that it does hereby authorize and approve the attached Community Services Promotional Giveaway Policy attached hereto as Exhibit "A" ("Policy").

**DULY AND REGULARLY ADOPTED** this 22nd day of January 2019.

**CITY OF ROHNERT PARK**

  
\_\_\_\_\_  
Gina Belforte, Mayor

**ATTEST:**

  
\_\_\_\_\_  
Caitlin Saldanha, Assistant City Clerk

Attachment: Exhibit A

ADAMS: Aye MACKENZIE: Aye STAFFORD: Aye CALLINAN: Aye BELFORTE: Aye  
AYES: ( 5 ) NOES: ( 0 ) ABSENT: ( 0 ) ABSTAIN: ( 0 )



## CITY OF ROHNERT PARK CITY COUNCIL POLICY

SUBJECT/TITLE:	POLICY NO:	APPROVED BY:	APPROVAL DATE:
COMMUNITY SERVICES PROMOTIONAL GIVEAWAY POLICY		<input type="checkbox"/> RESO NO: _____ <input type="checkbox"/> MINUTE ORDER	

### 1. PURPOSE

The City of Rohnert Park (City) Community Services Department enhances the City's high quality of life and nurtures the health and well-being of our people, our community and our economy through recreation, fitness and the arts. To support awareness of City services that generate revenue, City staff uses promotional giveaways to increase the visibility and community involvement in these valuable enrichment programs.

The purpose of this Community Services Promotional Giveaway Policy (Policy) is to 1) identify who will have the authority to distribute promotional giveaways, 2) what may be distributed, and 3) who is eligible to receive promotional giveaways.

### 2. DEFINITIONS

**City:** Means the City of Rohnert Park and its departments and events sponsored by the City.

**Contract instructor:** Individuals under contract with the City to provide recreation programs.

**Spreckels Theatre Company:** Actors, actresses, technicians, directors and musicians involved in the production stage plays and musicals at Spreckels Performing Arts Center (PAC).

### 3. POLICY

- I. **Limitations.** At the discretion of the City Manager, or his or her written designee, passes or tickets providing admission to the following functions may be provided to the recipients identified below, for the public purpose of marketing and promoting City functions:

- Admission to Spreckels Theatre Company productions
- Community Services programs and activities

Promotional passes or tickets provided under this Policy shall not be distributed for programs operated by a contract instructor without the written consent of such instructor. Similarly, promotional passes and tickets provided under this Policy may not be used to gain entrance to events operated by a renter of a City-owned facility without the written consent of the renter of such facility.



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All promotional passes under this Policy that are not designated for a specific production or program/class shall include the above as a disclaimer.

Organizations and individuals eligible to receive Community Services promotional tickets and passes authorized by this Policy include:

1. Government agencies, including public schools in Rohnert Park.
2. Local non-profit organizations, an organization that has been conferred eligible for nonprofit status by the Internal Revenue Service under United States Internal Revenue Code Section 501(c)(3), 501(c)(4) or 501(c)(6), and maintains an office or provides services within the City of Rohnert Park; IRS documentation of non-profit status may be required.
3. Individuals or families entered into promotional drawings or contests through Community Services events or social media campaigns.
4. Local and/or visiting theatre professionals (applicable to PAC tickets only). These professionals may include, but are not limited to, artistic directors, directors and critics.
5. Other organizations and individuals not mentioned specifically in this policy may receive PAC tickets by separate contractual agreements per the discretion of the City Manager, or his or her written designee. For example, actors that are in a Spreckels Theatre Company production.
6. Rohnert Park residents as part of "free night of theatre" promotion at the PAC.

### II. Reporting.

- a. Promotional giveaways under this Policy shall be reported using FPPC Form 802 to the extent required by regulations under Title 2, Section 18944.1 of the California Code of Regulations as referenced in the City Council "Distribution of Tickets and/or Passes Policy", Policy number 490.15.
- b. An annual report will be provide to City Council with the number of gifted tickets and recreation programs.

Exhibit A



CITY OF ROHNERT PARK  
CITY COUNCIL POLICY

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REVISION HISTORY: