

# DENVER PARKS AND RECREATION

## PARTNERSHIP POLICY

1. **Policy Purpose:** The purpose of the Partnership Policy is to establish policies, guidelines and procedures that govern how partnerships between Denver Parks and Recreation (DPR) and external entities are evaluated, entered into and managed.
2. **Partnership Purpose:** The purpose of a partnership is to expand or enhance the services DPR delivers to Denver citizens. Partnerships should be willing and able to mobilize additional resources for park and recreation programs while also promoting greater effectiveness of those programs. Partnerships also positively affect the quality of recreational, cultural and outdoor experiences.
3. **Background:** For many years DPR has worked with a variety of individuals and organizations to provide programs, services and expanded parklands and facilities to Denver residents. These arrangements, or partnerships, have steadily grown in numbers causing the Department to recognize the need to create more formal policies and procedures in order to ensure that the partnerships are consistent with DPR's mission and that partners are treated with consistency and equity. DPR hired a dedicated Partnership Coordinator in 2015 to write the policies and procedures and oversee the administration of DPR partnerships.
4. **Partnership Categories:** Denver Parks and Recreation engages with partners that fall into one of the following categories:
  - Individuals
  - Businesses or corporations
  - Social service or community organizations
  - Non-profit organizations
  - Volunteer/neighborhood organizations (including 'friends of' groups)
  - Districts and Quasi-governmental entities
  - Governmental entities
  - Public School Districts

Partners generally provide one or more of the following activities:

- Funding for programs or projects
- Volunteer time
- Programming and activation services for constituents
- Park and facility operational support and improvements
- In-kind goods and services
- Park and recreation facility development and maintenance

## 5. **Definitions:**

- **Partnership:** a working relationship with another organization or individual that has compatible values and goals which results in mutual benefit. The partnership may be formed around a single activity or event or it may be long-term and multi-faceted. This definition of Partnership specifically excludes any agency or legal partnership as a separate business entity or joint venture relationship with the City.
- **Partner:** an individual, organization or group that, through a written agreement, provides a service or benefit to Denver Parks and Recreation or Denver's citizens and in exchange gets some benefit from Denver Parks and Recreation.
- **Partnership Application:** a standardized application each potential Partner completes and submits to DPR.
- **Partnership Agreement:** a written and formally executed agreement between DPR and an outside party that details the terms of the Partnership. The Partnership Agreement must be signed by all parties, including formal execution in accordance with City laws, before Partner work can begin.
- **Public Benefit:** an activity or service that accomplishes a public purpose promoting the needs, interests, social, economic and cultural well-being, or the health and safety of a community and complements the vision and direction of DPR.

6. **Guidelines:** All partnership applications will be evaluated based upon the following guidelines. The guidelines are broken out into required conditions and High, Medium, or Low priority considerations.

### Required Conditions:

- The Partnership must align with DPR's missions, values and goals.
- The Partnership must comply with all applicable laws, rules and policies.
- The Partner must have the necessary competency, resources, or license(s) (if applicable) to engage in the proposed activity.
- The Partner must meet insurance coverage requirements as determined by the City's Risk Management Office.
- The Partner must agree to submit proposed activities to DPR for review and approval.
- The Partner must agree to meet all applicable DPR maintenance standards and construction requirements (if applicable)
- The Partner must agree to all terms or conditions outlined in the Public Engagements, Communication and Notification ("PECAN") policy
- The Partner must attest to receiving and agree to following all communication requirements which include:

- General communications
- Public meetings
- Fundraising and development
- Miscellaneous third policy communications
- Branding requirements
- Signage standards

#### High Priority Considerations:

- Is the proposed Partnership activity consistent with DPR's current priorities?
- Does the Partnership provide public benefit by increasing access to parks, facilities and/or DPR programs?
- Does the Partnership meet the needs and interests of underserved or diverse populations?
- Does the Partnership engage populations that otherwise do not utilize DPR programs and services?
- If the proposed Partnership activity displaces existing DPR programs or other Partner programs, does it allow DPR to reallocate current resources to new programs and services, provide more benefit to the public or increase the efficiency of utilization of DPR resources?
- If the proposed Partnership activity is housed at a DPR facility and the activity is similar to a program that DPR has already established at this facility, does the proposed activity add value?
- Does the Partnership require DPR to commit resources or create the expectation of DPR to commit resources in the future?
- Does the proposed activity adversely impact or restrict public access or require an adverse change in use to parks, facilities, programs or natural areas?
- Does the proposed Partnership activity create public safety issues or concerns?

#### Medium Priority Considerations:

- Does the Partnership increase DPR's capacity to deliver or enhance the quality of existing programs or services?
- Does the Partnership have the potential to reduce DPR operating, maintenance or capital costs?
- Will the Partnership provide money, labor (manual or employment), political support, overall management or operational assistance to DPR?
- Will the Partnership promote undue or over commercialization or a perception of undue or over commercialization without offset of public benefit?
- Does the proposed Partnership activity negatively impact traffic, parking or the public's enjoyment of the park or facility?

- Will the proposed Partnership activity create noise that will be a disturbance to users or the surrounding community?

Low Priority Considerations:

- Will the activities performed through the Partnership generate revenue to the City?

Potential Partnerships will be evaluated on a case by case basis based on the information in the Partnership Application. Applications may also require additional review or approval by the Parks and Recreation Advisory Board, Mayor or City Council.

7. **Procedures:** Potential Partnerships shall be evaluated on an individual basis and the following process must be followed:

- All potential Partnership opportunities must be sent to the DPR Partnership Coordinator.
- Partnership Coordinator has applicant fill out the Partnership Application.
- Partnership Application is submitted to the Partnership Coordinator.
- Partnership Coordinator identifies appropriate DPR staff to include in the evaluation of the proposed Partnership.
- Partnership Coordinator and DPR staff review application for content and assess the application utilizing the established guidelines.
- Partnership Coordinator and Director will determine whether the application is approved, denied or requires additional information or approval.
- Partnership Coordinator notifies applicant of application status.
- If approved the application will run through the following approval process:
  - Partnership Coordinator will look for similar agreements to create consistency among partnerships.
  - Partnership Coordinator and applicant will negotiate the terms of the agreement.
  - Partnership Coordinator will inform the Applicant whether the Parks and Recreation Advisory Board, Mayor or City Council review or approval is needed.
  - Partnerships which result in significant changes of use or activity in a park or facility, or require significant commitment of resources by the City may require a review and approval by the Parks and Recreation Advisory Board, the Mayor, or City Council.
  - Partnership Coordinator along with the City Attorney's Office will finalize the terms of the Agreement and prepare for formal execution.
- If the Application is approved, DPR will draft a written agreement and process it according to established procedures and forward to the Partner for review and signature.