

Department of Finance
&
Department of Parks and Recreation
Council Summary

**Corporate Partnership Strategic Plan and
Implementation**

ORDINANCE NO: 820-2025

DESCRIPTION: Authorizing the Director of Finance to employ one or more professional consultants to study, assess, market, and sell corporate sponsorships for City facilities and assets.

Conduct a strategic marketing study that assesses city assets to identify corporate sponsorship opportunities, new business categories (such as an official business or product provider for the City of Cleveland), and strategies to generate additional revenue, goods, and services for the city.

PURPOSE: This legislation is necessary to assess city assets. Passage of this legislation will allow the Director of Parks and Recreation to enhance residents' experience, engagement, and opportunities at city facilities by determining the City of Cleveland's brand and its value to potential sponsors, its strengths from a marketing perspective, and recommendations for growth.

SOURCE: GENERAL FUND \$305,000.00