

**ORDINANCE NO. 94-21**

**AN ORDINANCE AUTHORIZING THE MAYOR TO SOLICIT REQUESTS FOR PROPOSALS (RFP'S) FOR MARKETING AND SOLICITATION SERVICES FOR THE MEDINA COMMUNITY RECREATION CENTER.**

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF MEDINA, OHIO:**

- SEC. 1:** That the Mayor is hereby authorized and directed to solicit Requests for Proposals (RFP's) for marketing and solicitation services for the Medina Community Recreation Center in accordance with specifications on file in the office of the Mayor.
- SEC. 2:** That a copy of the Request for Proposal is marked Exhibit A, attached hereto and incorporated herein.
- SEC. 3:** That it is found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with the law.
- SEC. 4:** That this Ordinance shall be in full force and effect at the earliest period allowed by law.

**PASSED:** June 14, 2021

**SIGNED:** John M. Coyne, III  
President of Council

**ATTEST:** Kathy Patton  
Clerk of Council

**APPROVED:** June 15, 2021

**SIGNED:** Dennis Hanwell  
Mayor

Date: June 1<sup>st</sup>, 2021

ORD. 94-21  
Exh. A

Re: Request for Proposal  
Medina Community Recreation Center

The City of Medina's Medina Community Recreation Center ("MCRC") invites qualified marketing firms, or individuals, to submit proposals to provide a range of marketing and solicitation services related to implementing a "Donation Recognition" program for the MCRC located at 855 Weymouth Rd, Medina, OH 44256.

The MCRC has available, within its building, a variety of areas that could be of promotional benefit to many businesses and other entities and seeks to find a qualified marketing firm, or individual, to connect with those businesses and solicit donations in exchange for the placement of recognition and appreciation materials at the MCRC. This can include "donations" for naming rights for select areas of the center, which can include signage and other approved items within each respective area for specified lengths of terms. The donations may be monetary or the donation of specific capital items the Recreation Center may request, such as scoreboards, sunshades, fountains, etc. The marketing firm, or individual, would work with the Recreation Advisory Committee (RAC), Medina City Schools, and the City of Medina to select prospective donors and specific recognition and promotional materials included in the available donor packages, and the content thereof. The content of any advertising or promotional material shall be subject to approval by the RAC, Medina City Schools, and the City of Medina

The MCRC is seeking a marketing firm, or individual, with documented experience in sponsorship, donation, charity, and/or fundraising programs.

The marketing firm, or individual, should propose a percentage based "performance only" fee schedule, with the marketing firm, or individual, assuming all up front and ongoing selling expenses including, but not limited to, networking, securing and servicing contacts with all potential donors, providing signage and other materials, etc.

Please submit proposals in writing to the following prior to 10a.m. July 30<sup>th</sup>, 2021:

Medina Community Recreation Center  
Attn: Christy Moats  
855 Weymouth Rd.  
Medina, OH 44256.

Note: If you would like to tour the MCRC facility, you may contact the MCRC Superintendent, Christy Moats, @ 330-721-6919 to schedule a date/time.

Specific Areas for "Donation Recognition" opportunities:

- **Field House** — (basketball courts) 24,000 SQ FT. open area heavily used by participants and their families during basketball league season. This area is also used by Medina High School student physical education classes and general athletic programs.
- **Natatorium Pools** — Two separate pool areas
  - Competition Pool — 300k gallon pool with prominent score and statistic boards that could be a donation opportunity when replaced. The pool has contracts to host USA Swimming competitions, and is the home of Medina High School Swim Team, and Medina Recreation Swim Teams. This pool also provides diving, scuba and water fitness programs, and general MCRC membership lap swimming.
  - Leisure Pool — 115k gallon pool with slide and play feature heavily used for fitness classes, swim lessons for infants through adults, physical therapy via Medina Hospital/Cleveland Clinic, and general MCRC membership leisure activities.
- **Fitness Room** — approx. 6,700 SQ FT, two level exercise facility with numerous cardio machines, dedicated free weight area, and selectorized weight machines. The Fitness Room is located in a highly visible area within view of the main entrance.
- **Indoor Walking /Running Track** — 10,000 SQ FT. Four lane, oval track with a continuous interior wall that could be utilized for donation recognition as well as rotating advertisement displays, etc.
- **Community Rooms B & C** — Meeting rooms can hold up to 100 patrons and host regularly scheduled, very well attended, senior lectures, rentals, and the MCRC Discovery Camp.
- **Front Lobby and Concourse** — Large, two-story open area connecting main entrance, pools, meeting rooms and the Field House.

These are just some of the ideas for donation recognition opportunities. The MCRC is open to other creative ideas, like printing approved donor messages on the reverse side of its membership ID cards that are currently blank on the back. The MCRC also has a website and Wi-Fi available for patron use.

Matters to consider:

1. The fee schedule in the proposal should be performance based, as there will be no funding from the MCRC for initial or ongoing expenses to attract donors, so those expenses should be factored into the proposed fee schedule.
2. Priority will be given to the dynamic and pre-existing relationship the City of Medina and Medina City Schools have with the Cleveland Clinic/Medina Hospital

which has recognition and appreciation signage and materials related to its donations to the MCRC. This relationship may conflict with donations solicited from other health care organizations. The Cleveland Clinic has reserved the right to object to any competing organization's participation in the MCRC Donation Recognition Program or the level of such participation.

3. The RAC, Medina City Schools, and the City of Medina, must approve all prospective donors, signage, or items included in the donor packages, including the specific content thereof.
4. The MCRC building's overall naming rights will not be considered at this time, nor will any exterior building signage or other features.
5. The MCRC will reserve the right to solicit for event sponsorships for specific special events, but may consider proposals for these events.