

PRE-MEETING AGENDA



Casper City Council
City Hall, Council Meeting Room
Tuesday, October 6, 2020, 5:30 p.m.

Please silence cell phones during the City Council meeting.

COVID-19 precautions are in effect at Council meetings. All Council meetings including Work Sessions are held in Chambers. Entrance to the meetings is the east door off David Street. Upon entry you will be asked to sign-in for contact tracing purposes. Face coverings are encouraged. Seating has been gridded into six feet distances. Seating capacity for the public is fifteen seats. Media will be given priority for seating. Public input via email is encouraged: CouncilComments@casperwy.gov

	Presentation	Allotted	Beginning Time
1.	Budget Amendment #2	10 min	5:30
2.	Letter of Support for the Casper Housing Authority's Application to the Community WINS Grant Program to Support Transitional Housing Programs	10 min	5:40
3.	Casper Events Center Naming Rights	5 min	5:50
4.	Agenda Review	5 min	5:55
	Approximate Ending Time		6:00

We are CASPER

Communication Accountability Stewardship Professionalism Efficiency Responsiveness

September 29, 2020

MEMO TO: J. Carter Napier, City Manager *JCN*
FROM: Tim Cortez, Director of Parks and Recreation
SUBJECT: Casper Events Center Naming Rights

Meeting Type & Date
Council Pre-Meeting
October 6th, 2020

Action type
Approval Requested

Recommendation
That Council provide Spectra approval in formalizing an agreement with Ford of Wyoming for naming rights at the Casper Events Center.

Summary
For many years, the Casper Events Center has sought sponsors /partners for naming rights to help offset the subsidy required to operate the facility. After much work by Spectra and City staff, Ford of Wyoming has agreed to take on the premier advertising spot at the Casper Events Center. Pending Council approval, the building will be known as the “Ford Wyoming Center”.

The Casper Events Center has never had a naming rights partner. Thus, the market value is debatable. However, the \$75,000 starting point is a fair amount to start with. This opportunity went out to the public for proposals in 2018 and 2019.

Per the Management Contract with Spectra, they can sell the naming rights pending Council approval.

Financial Considerations

2021-2022	\$75,000	2024-2025	\$83,600
2022-2023	\$77,250	2025-2026	\$88,000
2023-2024	\$79,600		

Oversight/Project Responsibility

Brad Murphy, General Manager of the Casper Events Center
Tim Cortez, Director of Parks and Recreation

Attachments

None