

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: March 5, 2015**

**SUBJECT:** Exploring Town News Sponsorships

**SUBMITTING DEPARTMENT:** Management

**PREPARED BY:** Heidi Dahms Foster, Communications Relations Coordinator

**AGENDA LOCATION:** Comments/Communications , Consent , Work/Study,  
New Business , Public Hearing , Second Reading

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**ATTACHMENTS:** N/A

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**SUMMARY/BACKGROUND:** Before the Recession, the Town printed its Town News in color. In order to save costs during the Recession, the Town printed this public relations document in black and white and used regular stock paper. Staff would like to return to a color product with higher quality paper in order to improve public relations efforts. However, funding priorities are such that staff would like to find another funding source besides general fund monies. Staff has noted that other communities include sponsors/advertisers in their public relations documents and now propose that the Town Council allow staff to investigate a similar approach in Prescott Valley to attempt to cover the increased costs for color.

The Town currently sends the Town News to more than 19,000 homes. Of that number, about 2,100 are sent via e-notification and the remainder (17,000) is sent through the U.S. Mail. In addition to simply showing community spirit and involvement, staff believes private enterprises would be interested in paying for sponsorships in order to get their information into 19,000 homes.

One concept would be for sponsors/advertisers to have a 1-inch banner on the bottom of the front and back of the Town News. It is hoped that this could be priced in a fair and competitive fashion (and that the revenue would cover printing costs). Another potential concept would be for sponsors like media outlets to trade advertising or other services for the sponsorship and then have the department receiving the benefit pay for the printing from its budget.

Of course, any time a government entity injects itself into the market there is some risk. Communities have learned that advertising products or services can result in shared liability if a customer is dissatisfied with the product or service. This must be explored further and balanced against the potential for additional revenue. If the Council is willing to consider the concept, staff will obtain costs for color printing and explore the potential for sponsorships.

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**OPTIONS ANALYSIS:** N/A Discussion Only

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**ACTION OPTION:** N/A Discussion Only

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**RECOMMENDATION:** N/A Discussion Only

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**FISCAL ANALYSIS:** Staff would not recommend paying the cost of printing the Town News in color unless a new funding source can be found.

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_

Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved  Denied  Tabled/Deferred  Assigned to \_\_\_\_\_