



## City Council

### Approval of Washington Center for the Performing Arts Fundraising Proposal

**Agenda Date:** 4/1/2014  
**Agenda Item Number:** 4.F  
**File Number:** 14-0302

---

**Type:** decision **Version:** 1 **Status:** Passed

---

#### **Title**

Approval of Washington Center for the Performing Arts Fundraising Proposal

#### **Recommended Action**

##### **Committee Recommendation:**

General Government Committee recommends approving the proposal.

##### **City Manager Recommendation:**

Move to approve the Washington Center for the Performing Arts Fundraising Proposal, as recommended by General Government Committee.

#### **Report**

##### **Issue:**

The Washington Center wishes to raise money for a variety of operational and capital costs that are within their area of responsibility.

##### **Staff Contact:**

Jay Burney, Assistant City Manager, 360.753.8740

##### **Presenter(s):**

N/A

#### **Background and Analysis:**

At the February 11, 2014 General Government Committee, Jill Barnes, Executive Director of the Washington Center, and George LeMasurier, Board President and Executive Committee Chair, shared a proposal to raise funds to support operations at the Washington Center that involved naming rooms and/or features at the Washington Center in exchange for donations. At that time, staff expressed concerns over the allowance of naming rights as the City has a specific ordinance and process for naming buildings and/or features of buildings. The General Government Committee asked staff to work with the Washington Center on options that could aid in meeting their fundraising needs.

#### **Fundraising Proposal:**

Staff reviewed past Washington Center fundraising campaigns and found that in 1985, their

campaign focused on sponsorships of different features of the Washington Center like seating, doors, concession area, etc. For a specific sponsorship, The Washington Center could place a “sponsored by” plaque near the feature rather than actually naming the feature after the sponsor. An excerpt from their 1985 campaign is attached. Staff met with the Washington Center Executive Committee and suggested that this approach would be acceptable.

Jill Barnes and George LeMasurier returned to the General Government committee on March 18, 2014 with a “sponsored by” fundraising proposal similar to the 1985 campaign. The proposal is detailed in attachment #2. General Government Committee unanimously recommends the fundraising proposal.

**Neighborhood/Community Interests (if known):**

N/A

**Options:**

1. Move to approve the Washington Center for the Performing Arts Fundraising Proposal as recommended by General Government Committee.
2. Do not approve the Washington Center for the Performing Arts fundraising proposal and direct staff as to next steps.

**Financial Impact:**

The proposed fundraising plan will aid the Washington Center in fulfilling its mission by offsetting operational and capital costs.