

The background image shows the exterior of the Alta Canyon Sports Center, a stone building with large windows and a sign above the entrance that reads "ALTA CANYON SPORTS CENTER". In the foreground, there is a paved area with a bench and a sign that says "SWIMMERS ENTER AT FRONT DESK". The background features a range of mountains with some snow. The entire image is overlaid with a blue tint and a white border.

Alta Canyon Sports Center Capital Funding Option

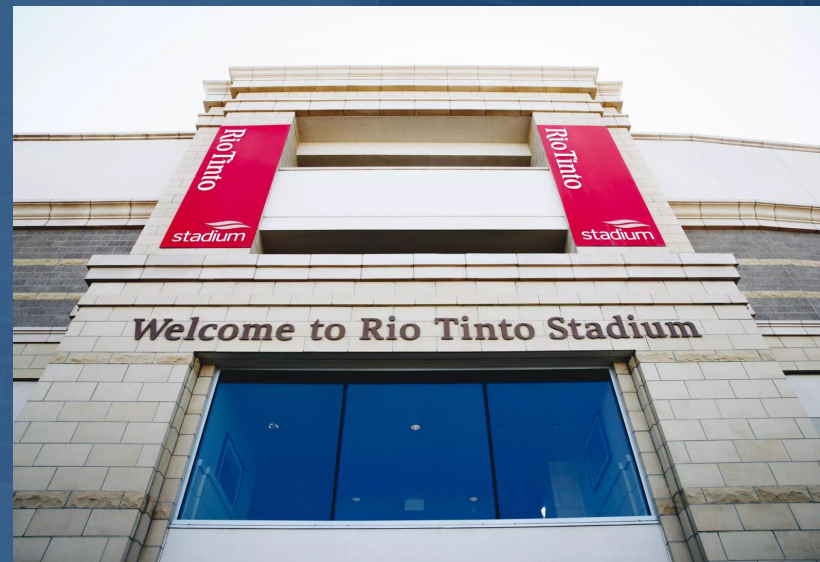
September 13, 2022

Introduction and Background

- **Capital Improvement Needs = \$93 Million**
- **Council Rejects 42% Tax Increase Proposal**
- **Options?**

Attracting Outside Funding

- Build Alta Canyon Sports Center Without Tax Increase
- Ideal Outside Funding Opportunity
- Corporate Naming Rights Sponsorship
- Facility and Amenity Naming Rights Available
- Growing Trend in Parks and Recreation = Taxpayer Savings



The Process and The Funding Potential

- **Contract Terms Defined + Public Notice Given + Sponsors Selected + Contracts Signed**
- **Offer Exclusivity to Increase Sponsorship Value and Decrease Ad Clutter**
- **Secure \$15M in Sponsor Naming Rights Agreements**
- **Combine with \$20M in Capital Savings and ZAP to Fully Fund ACSC Construction**
- **No Property Tax Increase for Sandy Residents and Businesses**

Proposal and Resolution

- **Build on August 16th Resolution Appropriating Funds for Fire, Public Works, and ACSC**
- **Add Naming Rights Plan for ACSC**
- **Add \$20M Funding Pledge for ACSC**
 - **Reach Construction Goal Without Tax Increase**
- **Adopt Substitute Resolution on September 20th**