



COMMERCIAL & PUBLIC RELATIONS  
 POLICY # 603.3 – Requests for  
 Services, Facilities, Community`  
 Sponsorships, Support, Contributions &  
 Donations Supersedes Policy # 603.2

<b>TITLE:</b>
Requests for Services, Facilities, Community Sponsorships, Support, Contributions & Donations Policy
<b>ADOPTED BY BOARD OF HARBOR COMMISSIONERS:</b>
May 20, 2024
<b>EFFECTIVE DATE:</b>
This Administrative Policy is effective upon approval by the Board of Harbor Commissioners.
<b>SUPERSESION:</b>
This policy supersedes Administrative Policy # 603.2.
<b>PURPOSE:</b>
<p>The purpose of this Administrative Policy is to provide guidelines for considering requests received by the District for services, facilities, community sponsorships, support, contributions and donations. Sponsorship related to business or marketing must align with District Policy #400.3, which governs procurement practices.</p> <p>As a public agency, the Oxnard Harbor District (“District”) is subject to the constitutional and statutory requirements governing the use and expenditure of public monies. From time to time, the District may receive requests from community, educational or governmental organizations and individuals for services, facilities, funds or goods in the form of sponsorships, support, contributions, donations, and other similar forms of assistance or participation. These requests must be considered within the scope of applicable law, including the California Harbors &amp; Navigation Code, which sets forth allowable functions and powers of the District.</p>
<b>POLICY:</b>
<p>1. <u>References:</u></p> <ul style="list-style-type: none"> <li>a. Harbors &amp; Navigation Code, sections 6077.4 and 6078 (District Powers)</li> <li>b. California Constitution Art. XVI, section 6, Gift of Public Funds</li> <li>c. Government Code, sections 81000-91015, Political Reform Act</li> <li>d. Government Code, section 6250 et seq., Public Records Act</li> <li>e. 2 CCR, section 18100 et seq., Political Reform</li> <li>f. Resolution No. 546 of the Board of Harbor Commissioners, Conflicts of Interest</li> </ul> <p>2. <u>General:</u> The District "may manage the business of the district and promote the maritime and commercial interests by proper advertisement of its advantages and by the solicitation of business within or without the district, within other States or in foreign countries, through such employees or agencies as are expedient" (Harbors &amp; Navigation Code, section 6077.4).</p>

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Additionally, the District's "board may do all other acts necessary and convenient for the full exercise of its powers" (Harbors & Navigation Code, section 6078). In accordance with the California Harbors & Navigation Code and the State's constitutional and statutory requirements:

- a. the District may not make gifts of public funds,
- b. the District may not participate in, advance or fund any political campaign or election, whether affecting public offices or ballot measures,
- c. the District may not spend money in furtherance of a member of the Board of Harbor Commissioners candidate's campaign for election or reelection, including but not limited to, statements, pictures, advertisements, or communications, or other forms of electioneering at any time prior to, during or after an election, and during a Commissioner's term in office,
- d. the District may not expend labor, money or material on any project, property or other asset or undertaking where a Board member has or may have any disqualifying financial interest in the project, property or asset, or in the outcome of the undertaking, and
- e. the District may expend labor, money or material on any publicity, meals, attendance, program, public or private affair, convention, travel or entertainment that promotes the maritime purposes and commercial advantages of the Port of Hueneme/Oxnard Harbor District, including soliciting and supporting business for the Port or Port enterprises, and to promote the District's public relations and build strong community partnerships.

3. Protocols for the District:

- a. District staff will provide a report on community sponsorships at each Board Meeting which includes a list of all received applications or requests for sponsorships or other assistance subject to this Administrative Policy, a calendar of events, and a status report on submitted applications.
- b. Community Sponsorships \$5,000 or less, may be approved with the signature of the Community Manager, CEO, CFO and legal counsel, only if the sponsorship satisfies the criteria in Section 5.
- c. Community Sponsorships requests over \$5,001 will:
  1. Be reviewed by the Government Relations Standing Committee ("Committee") to determine whether the application satisfies the criteria in Section 5;
    - a. If approved by the Committee, will be presented to the Board with a recommendation for consideration.
    - b. Those that the Committee determines do not satisfy the criteria will be denied and will not be presented to the Board by staff or the Committee.
- d. All recommendations of the Government Relations Standing Committee regarding sponsorships will be shared with all Board members in meeting minutes.

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- e. If a member of the Board would like reconsideration of a sponsorship application, the Board member may inform the Clerk of the Board to place the application for sponsorship on a Board Meeting agenda for further discussion.
- f. Any sponsorship request of any amount brought forward by a Board Member shall go through the protocol set forth in Section 3(c-1), as described above.
- g. The Board will review this policy every 2-years to ensure it is an effective policy.
- h. If a member of the Board would like reconsideration of a sponsorship application, the Board member may inform the Clerk of the Board to place the application for sponsorship on a Board Meeting agenda for further discussion.
- i. Any sponsorship request of any amount brought forward by a Board Member shall go through the protocol set forth in Section 3(c-1), as described above.

The Board will review this policy every 2-years to ensure it is an effective policy.

4. Protocols for the Applicant:

- a. All parties requesting District support must complete the sponsorship application form provided on the District's website.
- b. The applicant shall affirm by signature that they will comply with all requirements set forth in this Administrative Policy and the sponsorship application form.

5. Evaluation Criteria:

Community Sponsorship requests will be evaluated based on the following criteria:

- a. Shared mission and vision to create economic and social good, as well as to promote trade and commerce through the Port of Hueneme and/or advance the District's and the Port's community interests:
  - 1. An application will be automatically disqualified if it fails to satisfy 5(a).
  - 2. An application will receive a 1 if satisfies 5(a).
- b. Impact: Sets Attainable Goals and Expectations:
  - 1. An application will receive a 0 if it fails to set attainable goals and expectations.
  - 2. An application will receive a 1 if it sets attainable goals and expectations.
- c. Influence: Leverages Existing District Partnerships with Elected Officials, Community Leaders, CEOs and Partner Organizations:
  - 1. An application will receive a 0 if it fails to leverage existing partnerships.<sup>1</sup>
  - 2. An application will receive a 1 if it leverages existing partnerships.

- d. Social Equity: The project creates access and/or opportunities to underprivileged communities adjacent to the Port:
  1. An application will receive a 0 if it fails to advance social equity.
  2. An application will receive a 1 if advances social equity.
- e. Impact: Sets Attainable Goals and Clear Outcomes:
  1. An application will receive a 0 if it fails to advance attainable goals and clear outcomes.
  2. An application will receive a 1 if advances attainable goals and clear outcomes.
- f. Visibility & Marketing: Number of impressions for target audience:
  1. An application will receive a 0 if it fails to have impact for the target audience.
  2. An application will receive a 1 it achieves 1 – 1000 impressions.
  3. An application will receive a 2 if it achieves over 1,000 impressions.
  4. An application will receive a 1 if the benefit is within the boundary of the District.
- g. Disqualification for Past performance:
  1. An application will be automatically disqualified for failing to meet required obligations of a previously approved sponsorship.
  2. If there were negative outcomes from a previous sponsorship (i.e. negative press or failure to promote the District), the application will be automatically disqualified.

6. Community Sponsorships Approval:

- a. **Successful applications will achieve a score of at least 5.**
- b. District staff is not obligated to honor the full amount of any sponsorship request, though has the discretion to award a funding level based on compliance with the Administrative Policy and with the approval of the Community Manager, CFO, CEO and legal counsel if the request is less than \$5,000.

7. Restrictions

Community Sponsorships will not be awarded to:

- Charitable organizations that have no direct relationship/benefit to the District or maritime industry;
- Churches, schools, and religious organizations when District funds may be used for religious purposes;
- Individuals for purely private or personal purposes;
- Groups that discriminate on the basis of age, race, sex, sexual orientation or national origin;
- Groups with which the District is currently in litigation;
- Political campaigns/parties;
- Unions representing District employees; and
- At the sole discretion of the Board, any organization that violates this Sponsorship Policy.

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*This Policy is dedicated to the Memory of Thomas and Richard Bard who are the founders of the Port and have a great legacy and story of commitment to community. In a letter to Richard Bard, his father, Thomas Bard wrote:*

*“I have founded a family which I hope will through its wealth retain its standing and by its influences and acts be able to do good and be respected not only for its judicious and considerate use of its wealth. But also, its democratic and philanthropic treatment of all classes and conditions of men... the great value of maintaining generation after generation the standing of a family socially and financially is the opportunities that will be afforded.”*

**RELATED POLICIES AND PROCEDURES:**

Policy #400.3 Procurement Policy

**DEFINITIONS:**

None.

