

City of West Jordan



VOLUNTEER TRAINING HANDBOOK

THANK YOU to the many volunteers who give countless hours serving on various committees, boards, commissions, events and more. This service enriches our community and brings many programs and events to life that would not otherwise be possible.

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MUNICIPAL ORDINANCE SUMMARY

Provisions of the 2009 City Code Governing All Committees

1. The provisions in Title 2, Chapter 1 govern all committees and other organizations sponsored by the city or City Council. Committees exist and committee members serve at will of the City Council.
2. Terms of office are three years, with the possible reappointment for an additional three years. After a break of at least one year, a person may again be appointed to the same committee. [A proposal pending before the City Council will allow the City Council to waive these term limits in individual cases for good cause.]
3. Members of committees are generally residents of the City. Owners of businesses operating in the city are deemed to be residents. Nonresidents may be appointed to committees as nonvoting members.
4. Committees may be no larger than 9 voting members. Non-residents, resident nonvoting members, and ex officio members do not count.
5. Each committee must have a chair, a vice chair and a secretary. The chair runs the meetings and represents the committee before the City Council. The vice chair acts when the chair is absent. The secretary keeps the minutes and keeps the financial books of the committee.
6. Minutes are to be taken of each meeting of the committee. Approved minutes are to be forwarded promptly to the City Manager.
7. All committees must meet not less than once a month for at least 10 months of each calendar year. Meetings must be conducted at West Jordan City Hall, and at a date and time approved by vote of the committee. Committees may meet more frequently than a monthly basis and may meet at other times and locations when necessary to accomplish the duties of the committee, provided such meetings are duly noticed as required by law.
8. Each committee will post their agendas prior to the meeting at City Hall and will hold their meetings in the open and available to members of the public.
9. Committees must propose and obtain a budget from the City Council each year, and committees must adhere to that budget or get advance approval to increase the budget. Committees must follow city accounting policies to track all money coming into and going out from the Committee regardless of type or amount.
10. A member who misses three or more meetings in any year can be voted off the committee by the City Council.
11. Committee members are volunteers and are covered by the city Conflict of Interest policy. This policy bars all kinds of self-dealing with city position or funds. Committee members will be required to read the policy and affirm that they have read it periodically. The Chair is responsible to periodically instruct the committee on the conflict of interest policy.
12. Committee members are also governed by the Employee Handbook, with respect to compliance with city policies and termination of committee membership for cause. The chair is responsible to instruct the committee from time to time on the Employee Handbook.
13. Volunteers or citizen committee members wishing to post signs within the city limits should consult with the West Jordan Development Services Department in order to learn and follow all related municipal codes.
14. Each committee is assigned a “City Council Liaison,” a member of West Jordan City Council who attends committee meetings as often as possible and offers guidance and suggestions for committee goals, activities, and help following by-laws and policies.
15. Each committee is assigned a “Staff Liaison,” who is a paid employee of the City of West Jordan, and is invited to attend committee meetings as often as possible and offer guidance and suggestions for committee goals, activities, and help following by-laws and policies.

WEST JORDAN CITY POLICY SUMMARY

Introduction

The following summary is meant to provide an introduction and serve as a resource guide to West Jordan City policies and procedures as they may apply to various committee members. The city may revise any policy or procedure as needed at any time at the City's discretion. The city makes no warranty as to the correctness or completeness of this information. As such, Committee Members should review and be familiar with the original document/s that this summary is drawn on.

Included documents are:

- The WJC Employee Handbook
- Administrative Directive # 07 – Travel Policy
- Administrative Directive # 13 – Electronic Communication Systems
- Administrative Directive # 14 – Purchasing Activities
- Administrative Directive # 15 – Vehicle Operation & Safety
- Administrative Directive # 18 – Volunteer Policy
- Administrative Directive # 21 – Use & Approval of Take Home Vehicles

Volunteer Status

A Committee member/volunteer arrangement may be terminated at any time, with or without notice, and at the sole discretion of the City. Volunteers who do not adhere to the rules, policies and regulations of West Jordan City or who fail to perform their assignments satisfactorily are subject to dismissal.

Committee members /volunteers do not and shall not assume any authority to represent the city in negotiations, contracts, or make promises or inducements on behalf of the city at any time.

Screening

Driver's License Check: Only committee members/volunteers with prior authorization and whose duties require driving will be required to submit their driving record. If a committee member's driving record contains infractions that make them ineligible to drive on behalf of the City, they may also be dismissed from their position.

Background Criminal Check

A background criminal check may be required for those volunteers who work with children, the elderly or who handle money.

Confidentiality

Unless authorized, city committee members shall not interfere, offer advice, or otherwise make comment regarding any incident surrounding a city legal issue, pending court case regarding city business, or disciplinary action to the public or other city employees, volunteers or committee members. Doing so can result in possible removal from the committee.

Personal and Business Use of Communication Systems

Incidental and occasional use of city systems for personal communication is permitted as long as the use does not result in any costs or interferences with the productivity of the work unit. There should be no expectation of privacy. The city reserves the right to access, review, and when appropriate, disclose information created or sent on its operating systems, websites, computers, cell phones or other similar equipment.

Social Media Access

Committee members are expected to follow the rules of information gathering and dissemination while participating in social media type activities. This includes all Federal and State laws, as well as other applicable city policies. (e.g. Conflict of Interest ordinance, Confidentiality, Public Relations, Privacy Rights, Copyright, etc.)

Reasonable Accommodations for Protected Disabilities

The ADA and ADAA do not apply to unpaid volunteers. Providing "reasonable accommodations" is at the sole discretion of the City. A committee member seeking a reasonable accommodation for a disability should contact their Committee Chair who could discuss options with the City.

Conflict of Interest

The City's Conflict of Interest ordinance outlines the City's position on maintaining a beneficial relationship absent of any conflict of interest. As a City, we are required by ordinance to advise all employees, officers (elected Officials), and volunteers of their responsibilities outlined in the Conflict of Interest ordinance, as well as obtain documentation of compliance.

Dress and Hygiene Standards

City committee members are expected to have socially acceptable hygiene and to dress in professional, modest attire, which is appropriate to the task they are performing as determined by their Committee Chair.

Standards of Conduct and Public Relations

The City of West Jordan believes in and practices individual responsibility and accountability. It believes in allowing committee members to govern their own conduct within acceptable standards of behavior. It relies on individual good judgment and a sense of responsibility. Committee members are expected to conduct themselves in an appropriate manner, avoiding conduct that might cause embarrassment or criticism to themselves or the City. To maintain this desired level of performance, and to protect the citizens, other committee members, city property, and city interests, the City of West Jordan has established certain standards of conduct. All are expected to adhere to these performance standards.

Violation of Standards of Conduct

Critical and Serious offenses are violations of West Jordan City's Standards of Conduct which could lead to the removal from Committee participation. The list of these offenses can be found in the WJC Employee Handbook.

Smoking

Committee members who smoke shall comply with the provisions of the Utah Indoor Clean Air Act, which prohibits the possession of lighted tobacco products in enclosed indoor places of public access and publicly owned buildings and offices. No smoking area, authorized or unauthorized, shall be allowed within 25 feet of any public building entrances, exits, air intakes, or windows.

Sexual Harassment Policy and Procedure

All committee members of the city have the legal right to work in an environment free from sexual harassment. Any member who engages in any form of sexual harassment shall be subject to removal from the committee.

Sexual harassment is an unlawful activity which violates city policy. It is prohibited as a form of sex discrimination. It is unacceptable behavior that will not be tolerated at any level. Any committee member who engages in any form of sexual harassment or inappropriate sexual conduct shall be subject to removal from the committee.

Sexual harassment, according to the federal Equal Employment Opportunity Commission, consists of unwelcome sexual advances, requests for sexual favors or other verbal or physical acts of a sexual nature or sex-based nature where:

- Submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment or participation.
- An employment or committee decision is based on an individual's acceptance or rejection of such conduct.
- Such conduct interferes with an individual's work performance or creates an intimidating, hostile, or offensive work environment.

Reporting of Sexual Harassment

Committee members are requested to report violations of the City's sexual harassment policy when they first feel they have been sexually harassed. Members shall file a sexual harassment complaint either verbally or in writing with one of the following individuals:

- Committee Chair
- City Attorney's Office
- Administration
- Human Resources

**Complaints will be handled in a confidential manner.*

Workplace Violence

The City of West Jordan is committed to providing, in so far as it reasonably can do so with available resources, a safe environment for working and conducting business.

Workplace Violence Employee Responsibilities

- Refraining from acts of violence and for seeking assistance to resolve personal issues that may lead to acts of violence in the workplace.
- Reporting to Committee Chairs any dangerous or threatening situations that occur in the workplace.
- Committee Chairs are responsible for assessing situations, making judgments on appropriate response and then responding to reports of or knowledge of violence and for initiating the investigations process.

Procedures for Dealing with Acts of Violence in the Workplace

If the act or altercation constitutes an emergency, the committee member shall call 911, and contact the Committee Chair. If possible, separate the parties involved in the violent altercation. If the parties cannot be separated or if it would be too dangerous for the member or Chair to separate the parties involved, whoever is present should call 911 and contact their representative contact for the City.

The Committee Chair will follow the procedure outlined in the Employee Handbook in investigating all workplace violence incidents and applying disciplinary actions. In instances that involve criminal situation, the Committee Chair will contact the police department for assessment and, if necessary, an investigation, after conferring with the city and notifying the Human Resource Department.

Substance Abuse and Drug Free Work Place

West Jordan City believes that alcohol and illegal drugs in the workplace are unhealthy and dangerous, not only to the person involved, but to others as well. The unlawful manufacture, distribution, dispensing, possession, sale, or being under the influence of alcohol and illegal drugs is prohibited on the city premises, in city vehicles, in private vehicles while on city property or on city business, or at any time the person is representing the City.

General Safety

The city strives to take a proactive approach in addressing issues pertaining to safety. As such, committee members should immediately report the following to the Committee Chair, City Risk Manager, Department Head or other designated staff member:

- All hazardous conditions or practices
- Near-misses (accidents that were narrowly avoided or that could have been worse under different conditions)
- Any safety suggestion that would improve the overall safety of our committee members or employees.

Committee members are responsible for working in a safe manner and complying with all regulations, standards, and special safety concerns (including OSHA). They should not attempt to operate or use any equipment that they have not been trained on and must use protective gear when required

Liability and Reporting

All accidents or incidents causing injury, property damage or possible liability for the city should be reported to the Committee Chair and the City's Risk Manager, no matter how seemingly minor. The Risk Manager has forms to assist with this process.

The city carries general liability coverage that will cover committee members/volunteers while acting within the scope of their duties. This coverage does not extend to incidents that are outside the scope of ones' duties, involve a criminal element or that are in violation of city policy, rules, or procedures.

Vehicle Use

Should vehicle use be required and approved for a committee member's position, the city recommends that a pool vehicle be utilized. Pool vehicles are not to be taken home and should not be used for personal errands, including transporting any non-city persons.

If a pool vehicle is not available, the use of a privately owned vehicle is allowed, however the committee member/volunteers should be aware of the following:

- Private auto insurance must be carried at all time and at the committee member’s expense.
- Insurance must meet the Utah state law requirements, although limits of 100/300/100 or higher are recommended.
- The member’s policy will be primary in all cases.
- The city provides no physical damage coverage for privately owned vehicles under any circumstances.
- The city provides no reimbursement for expenses related to an accident or mechanical breakdown (e.g. deductibles, rental charges, towing, etc.)

All travel and mileage reimbursements must be approved in advance and budgeted for by an authorized signer. In the case of committee members, only the Mayor is the authorized signer.

General Vehicle Safety

All traffic laws should be observed and obeyed. Including but not limited to:

- Seatbelts to be worn at all times
- Signals to be utilized
- Posted speed limits followed

Any and all expenses related to parking tickets, traffic violations, or other fines or fees are the responsibility of the owner.

Distracted Driving Prohibited – Cell Phone usage

Distracted driving is dangerous. It is strongly recommended that committee members avoid using their cell phone for any reason while driving. Texting while driving is against the law in the State of Utah and talking on a cell phone while driving is against the law in some local jurisdictions. Studies have shown that use of hands-free devices does NOT eliminate or improve the associated risk cell phones present.

Worker’s Compensation Insurance

Worker’s compensation insurance provides medical coverage to committee members and formal volunteers for injuries sustained while acting within the course and scope of their defined duties.

- Report ALL injuries within 72 hours (or as soon as reasonable) to the City’s Risk Manager. Failure to report in a timely manner may result in the claim being denied, disciplinary action, or removal from the committee.
- All injured members, volunteers or employees who require medical treatment must go to approved physicians and facilities for their initial assessment.
 - **FirstMed Clinic** at 8822 S. Redwood Road Suite E-122, West Jordan
 - Open Monday – Friday 8 am – 10 pm
 - Saturday 9 am – 10 pm
 - Sunday noon – 10 pm

For life or limb threatening emergencies OR if FirstMed is closed

- **Jordan Valley Medical Center** at 3580 West 9000 South, West Jordan

Drug/Alcohol Testing

City policy is to test for drugs and alcohol after an accident that includes:

- A city employee or volunteer sustaining a workplace injury,
- Vehicle accidents with an injury (of either party) and
- Vehicle accidents where the city party contributed substantially AND the property damage is greater than \$1,500.

The testing can generally be done at the medical treatment facility. When in doubt, the testing should be completed.

FACILITIES USE SUMMARY

The information contained herein is provided as a reference guide only. All parties are responsible for and should be familiar with ALL the provisions provided in the City of West Jordan's Facility Use Policy found online at www.WJordan.com.

Committee Use of City Facilities

- Please leave the city facility clean, free of trash, garbage and damage, and in substantially the same condition as the city facility was in prior to use.
- Please do not store property on site after the event. The city will not be responsible for any items left behind, lost, or stolen.
- If the city facility is not left in a clean condition or if there is damage, the committee will lose use of city facilities.
- Please ensure you do not violate public health and safety laws such as noise ordinances.
- Use of a city facility is on a first-come, first served basis. However, when one or more request is received for the same day and location, priority will be given to: City Events/Meeting; City-Sponsored Events/Meeting; Events/Meetings planned, organized or presented by other state, federal, or local government entities.
- Keys and Locks. Unless city staff will be available to open and close the city building before and after the reservation, the key may be checked out by leaving a driver's license with the Police Department. The committee may only check out the key during the reserved time, so reservations should be made to accommodate picking up and dropping off the key. Only the individual who picks up the key (and leaves his/her driver's license) may control the key, and is authorized to use the key on the committee's behalf. Any committee representative who permits anyone other than the designated individual to use the key will have his/her privileges terminated. The key must be returned at the end of the day's event/meeting.
- If a key is lost, or if the key is not returned within the required period of time, the committee representative shall pay for replacement of the key and locks, as necessary.
- It is unlawful for any person to consume or possess any alcoholic beverage within city facilities
- Animals are prohibited in city buildings.
- Possessing or discharging firearms, fireworks, or any other explosives, is not allowed in city facilities, except as allowed by state law.
- Gambling is not allowed.

FINANCIAL POLICIES – PURCHASING

The following general policy applies to all purchases, regardless of dollar amount:

- A purchase order is required (in advance) for all purchases.
- All purchases over \$1,000 require quotes, bids, or sole source justification.
- Purchases, which have been split to avoid using standard purchasing methods and policies are in violation of the City’s purchasing policies.
- Purchases which have been made without a purchase order are in violation of the City’s purchasing policies.

The Purchasing Process

The following table summarizes the requirements for all purchases:

| Dollar Amount | Purchasing Authority | Requesting Document | Requisition Approved by | Competition Requirement | Pricing Obtained by | PO Signed by |
|---------------------|----------------------|------------------------|-------------------------|-------------------------------|----------------------|------------------|
| Up to \$1,000 | Dept Director | Requisition | Dept Director | Reasonable & prudent | Director or designee | Dept. Director |
| \$1,000 to \$5,000 | Dept Director | Requisition | Dept Director | Min. of two Quotes | Director or designee | Dept. Director |
| \$5,000 to \$10,000 | Purchasing Agent | Requisition w / spec’s | Dept Director | Min. of two Written quotes | Purchasing Agent | Purchasing Agent |
| Over \$10,000 | City Manager | Requisition w / spec’s | Dept Director | Min. of two Written quotes | Purchasing Agent | City Manager |
| Over \$20,000 | City Manager | Requisition w / spec’s | Dept Director | Min. of two Bids or proposals | Purchasing Agent | City Manager |

Quotes, Bids, and Proposals

1. **Request for Quotes:** RFQ’s are used for purchases whose monetary value is less than \$20,000 dollars.
2. **Invitation for Bids:** IFB’s are used for purchases whose monetary value is greater than \$20,000 dollars.
3. **Request for Proposals:** RFP’s are used when the needs of the city cannot be described clearly with a written specification and cost is just one of several criteria necessary to make a decision. Proposals are not appropriate for construction projects.

Sole Source Procurement

Sole source procurement is a purchase of goods or services from the only known capable supplier, or when the unique nature and requirement of the purchase is only available from a single supplier. A “Sole Source Form” which explains why no other supplier will be suitable or acceptable to meet a particular need shall accompany the requisition when requesting a purchase to be restricted to a single supplier.

In case of reasonable doubt, competition should be solicited.

Emergency Procurement

The existence of an emergency condition creates an immediate and serious need for supplies, services, or construction that cannot be met through normal procurement methods, or existing annual purchase orders.

Emergency procurement of supplies, services, or construction shall be made immediately by:

- The City Purchasing Agent (whenever possible), or
- A Department Director, or
- The City Manager, or other designee

As much competition as practicable, under the circumstances, should be used in any procurement.

After-Hours Emergencies

If an emergency need occurs after normal business hours, on a holiday, or a weekend, the Department Director or designee shall:

- Obtain as much competition as possible, given the circumstances
- Issue an emergency purchase order, or place a verbal order to the selected supplier
- On the next working day, the department shall bring a requisition and a memorandum explaining the basis for the emergency to Purchasing, who shall complete whatever paperwork is required to complete the procurement process.

Prohibited Activities

It shall be unlawful for any employee of the city (or family member of an employee) to ask for or receive, or for a supplier, provider, or contractor to offer, a gratuity, gift, reward, tickets, (or anything of value) to any employee of the city (or family member of an employee) which could reasonably be intended to influence the award of any contract or purchase order.

Credit Card Purchases

City credit cards have been issued to Department Directors and may be used to purchase items such as:

- Online purchases
- Purchases from suppliers that the city does not have an account with
- Seminar/conference registrations
- Membership fees
- Suppliers that do not accept PO's
- Books
- Footwear
- Clothing

The process for credit card purchases (with Purchasing's credit card) should be handled much the same as any other purchase.

1. The department completes a purchase requisition
2. The requisition is given to the Purchasing Agent
3. If applicable, quotes are obtained
4. Give the supplier the City's tax exemption number (12244150-002-STC)
5. The purchase is made using the credit card
6. Get a receipt from the supplier
7. Return credit card and the receipt to the Purchasing Agent

Accounts Payable

Sales Tax Exemption

All purchases must use the City's sales tax number to avoid paying sales taxes. The City's sales tax number is only to be used for official city business. Use of the tax exemption for personal purchases is prohibited.

Requests for Payment

In order to process a purchase order, the following items must be submitted to the Finance Department in the following order:

- Completed PO form with:
 - Required signatures
 - Account for payment to be applied highlighted or written next to the account on APO's
 - Stamped "Final Payment" or "Partial Payment"
- Supporting Documentation (quotes, bids, contracts, etc.) if required.
- Original Invoice (Faxed or e-mailed from vendor). Remittance slip or documentation to be mailed with check attached to documentation with a paperclip and marked with "Send Attachments with Payment" stamp.

Invoice Payment and Terms

Payment requests should be submitted to Accounts Payable (AP) in a timely manner. All payments submitted with proper documentation and required signatures are processed within one week or less from the date they are received by AP. It is city policy to take advantage of all discounts available for prompt payment. All payments should be paid by the required due date. Late payments and the associated fees and charges should be avoided.

In order to make payment, all necessary paperwork must be submitted to the Finance Department by noon on Monday for that week's check run. Accounts Payable will issue and remit the checks to the supplier or contractor on Thursday of each week. ***Requests for a check run outside of the regular processing date require approval from the City Manager.***

Payment Expenditure Dates

Expenditures will be recorded during the fiscal year in which the goods or services are received. In accordance with Generally Accepted Accounting Principles, expenditures may not be dated according to the date the invoice was received, the date of the invoice payment, the date the item was ordered, the date bids or quotes were received, or by the fiscal year of the budget appropriation. Unspent budget amounts may only be carried forward to a new fiscal year with the approval of the City Manager.

Petty Cash

Department directors may select one person to be responsible for the accounting of petty cash. City departments may elect to use petty cash for small, irregular purchases. Petty cash should not be used for purchases in excess of \$20, or any purchases which occur on a regular interval. These purchases should be processed using a purchase order.

Petty cash requests should be submitted to the City Treasurer. The request should be submitted using a completed petty cash request form. The request should also include reconciliation between the original and ending petty cash amount and receipts from current expenditures.

New Vendor Requirements

In order to process a payment for a new vendor, a completed W-9 form (some vendors must also provide proof of liability insurance) must be submitted to the Finance Department to establish a new account. Payments to vendors are not authorized until after the Finance Department has received this information. New vendor requirements do not apply to: reimbursement payments, refunds, witness fees, payments to other governmental entities (state or local governments) or payment to employees for travel.

Proof of liability insurance is also required if, as a condition of any contract with the City, vendors are required to carry insurance coverage in connection with a contract which requires that the vendor's employees perform work on city property and/or use city vehicles or equipment to conduct work on behalf of the City. Vendors shall, at their own expense, secure and maintain throughout the term of the contract, insurance coverage as required by the City's Risk Management Division, and must name the city as an "Additional Insured" on all required coverage.

Advance Payments

When requested, advance payments to employees for travel or training may be paid up to 30 days before the date of travel. Under no circumstances can any travel payments be issued before that time.

Credit Cards

All credit card payments should be made in a timely fashion in order to avoid payment of unnecessary late fees. In order to expedite the credit card payment process, each department should print monthly statements the business day immediately following the monthly statement date.

Completed purchase orders should be submitted to the Finance Department within two weeks of the statement date. Departments should not wait for paper statements to arrive in the mail before completing their payment requests as this can cause a lengthy delay in processing.

Signature Cards

Committee Chairs are asked to sign a signature card so that Accounts Payable can approve committee expenditures by ensuring the committee chair has approved the purchase.

FINANCIAL POLICIES – VOLUNTEER COMMITTEES

Committee Budgets

Committees should submit a budget request to the city in advance of each budget year (July-June). Committees should also prepare a mid-year budget report, accounting for all revenues and expenditures which have occurred during the current fiscal year.

Annual Reports

Each volunteer committee should prepare an end-of-year report detailing an accounting of the reach and impact of the committees' activities to the community.

Committee Treasurer

Every volunteer committee should appoint a treasurer to be responsible for budgeting and purchasing activities. If a treasurer is not available, the committee Chair will serve as the Treasurer.

Purchasing

Volunteers are generally expected to follow standard city purchasing policies, including city department preapproval and use of purchase orders. However, if department preapproval and purchase orders are not feasible, Committee Chairs may approve purchases by volunteers, which can be reimbursed after the fact. All reimbursement requests submitted to the city should be accompanied by a form which includes the signature of the Committee Chair.

Ticket and Sales Receipts

Receipts deposited with the city should be accompanied by a reporting of sales by a numbered ticketing system. City acknowledgement of funds received should include a secondary signature.

SPONSORSHIPS

- A sponsorship is a mutually beneficial business exchange between the city and an external organization whereby the sponsor contributes funds, products or in-kind services to the city in return for recognition, acknowledgement or other promotional considerations.
- They involve an exchange of value between the sponsor and the city program, event or activity being sponsored.
- The city welcomes corporate sponsorship support of its organizational efforts.
- The city will not accept sponsorship that reflects in a negative manner on the city, does not align with the city's mission statement or standards of practice, or is not in the best interest of public health, safety and welfare as determined by the City Manager and City Council.
- The city does not endorse, directly or by implication, any products, services or ideas promoted.
- City employees, officials and volunteers should not receive any benefit from association with sponsors.
- The contribution must be received prior to the sponsored event and prior to preparation of any promotional materials.

Sponsorship Policy

Introduction

As a 501(c)(3) nonprofit government organization, the City of West Jordan gratefully accepts corporate sponsorships to support and provide the city with resources, including revenue and/or in-kind contributions, to enhance events, programs, activities and services to the community. The City of West Jordan will not solicit or accept sponsorships from corporate entities whose practices, policies, or operations are deemed by management unacceptable and contrary to the values implicit to the city.

Statement of Policy

The City of West Jordan actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of city events, programs, and services. The city enters into sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor. This policy is designed to be mindful of the city's status as a nonprofit and government entity under the law. The city reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

Definitions

A **sponsorship** is a mutually beneficial business exchange between the city and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the city in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an exchange of value between the sponsor and the city related to the specific program, event, service, or activity being sponsored.

A **philanthropic gift or donation** is an arrangement where a donor contributes cash and/or in-kind goods or services to the city without expectation or requirement of a reciprocal benefit.

Policy Guidelines

The city welcomes corporate sponsorship support of its organizational efforts subject to the following guidelines:

1. The city will not accept sponsorship that reflects in a negative manner on the city, does not align with the city's mission statement or standards of practice, or is not in the best interest of the public health, safety and, welfare as determined by the City Manager and appeals determined by City Council.
2. At a minimum, the city does not accept sponsorships for certain categories of products and services, including: (a) alcohol products; (b) illegal drugs, drug paraphernalia or any other illegal product or service; (c) weapons, including but not limited to firearms; (d) tobacco products; (e) establishments offering tobacco products for sale as one of its principal purposes; or (f) sexually oriented businesses.
3. The city does not endorse, directly or by implication, any products, services, or ideas promoted.

4. Individual city employees, officials and, volunteers should not receive any benefit from association with sponsors. Any offered commissions, substantial gifts, or other financial benefits should be brought to the attention of the Manager. Individuals must comply with West Jordan City Code Title 1, Chapter 11, “Conflict of Interest.”
5. The city retains control over the event, program, activity, or service, and sponsors should not expect to have any input into operational matters relating to a project they have sponsored.
6. This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the contributor or donor and where no business relationship exists.
7. The contribution, whether cash and/or in-kind goods or service to the city, must be received prior to the sponsored event and prior to preparation of any promotional materials.

Sponsorships must not undermine the integrity of the city. In developing sponsorship arrangements, the city will:

- not compromise the public service objectives and practices of the city or of the sponsored event, service, programs, or activity
- protect its principle of intellectual freedom and equity of access to its programs, services, activities and events
- not permit sponsors to have any undue impact on the policies and practices of the city or to influence or alter the basic goals and objectives of the city’s programs, services, activities or events
- not allow sponsor names and/or logos to have prominence over the City of West Jordan name and/or logo.

Application and Scope of Policy

The policy applies to all arrangements whereby an organization sponsors or contributes to city programs, events, activities, and services as defined in the definition of sponsorship. It is also intended to provide guidance to, and be followed by city employees, city officials, and city volunteers, including without limitation members of city committees. A Sponsorship is a contracted arrangement between the City of West Jordan and an individual or organization, designed to benefit both parties.

This policy does not apply to:

- Philanthropic gifts or donations
- Grants or funds obtained from other governmental entities
- Arrangements where the city sponsors external projects

Solicitation of sponsorships on behalf of the city, any department of the city or city committee, may be performed only by a contractor or city representative. Unsolicited offers of sponsorship should be directed to an authorized individual. All authorized individuals should be familiar with and understand this policy.

After a sponsor enters into an agreement with the City, the sponsor will have marketing rights to promote the sponsorship pursuant to the terms of the agreement.

ADVERTISING, PROMOTION AND PUBLIC RELATIONS

Committee Publicity Options

The city's Public Information Officer is happy to help you promote your message and has a variety of avenues available, including the city newsletter, press release, website, Facebook, Twitter, e-mail blasts, utility bills and inserts, digital board, and the marquee outside City Hall. Each medium has pros and cons. The best strategy typically involves a combination of more than one method and requires advance planning to get the best reach.

One of the main tools for spreading the word is the West Jordan Journal, an independently owned monthly community paper. The city purchases space each month (usually two pages) from the Journal to use for the city newsletter, the *Good Neighbor News*. The city determines the content that appears on the purchased pages, but has no control over the content of the rest of the paper. There are many different departments, committees and events that have newsworthy information. We try to fit it all, but if it doesn't fit we rotate the coverage among the different groups. (The PIO also pitches story ideas to a variety of reporters, so be sure to share information with her.)

Please take a look at your upcoming events and issues and determine which newsletter issue(s) your message should appear and plan accordingly. As soon as you let the PIO know you have something newsworthy, she can add your item to the story list. The paper typically comes out the third week of the month, making the content deadline the Monday 10 days prior. The November and December issues sometimes come out a week earlier. E-mail your information and any pictures or logos to kimw@wjordan.com by the deadline. Keep in mind that if something newsworthy happens after the deadline or a change in information occurs, please let the PIO know ASAP and she will see if she can accommodate the change. Depending on where the publication is in the production schedule, there is often a little wiggle room – but don't bank on it.

Also, the Journal is under NO obligation to print your information anywhere else in the paper unless you pay for an advertisement. Contact Bryan Scott at 801-264-6649 or via email at bryan@mycityjournals.com if you'd like to buy an ad (if you're a city committee, get permission first). You are also welcome to submit information directly to the editor for consideration but remember there's no guarantee it will get printed. The page count of the Journal varies each month depending on ad sales, so the available space for content also varies. The editor can be reached at via email at editor@valleyjournals.com.

Questions? Need help? Please call Kim Wells at 801-569-5163 or email kimw@wjordan.com.