

REQUESTED COMMISSION ACTION:

Consent                       Ordinance                       Resolution                       X Consideration/ Discussion                       Presentation

SHORT TITLE      Establishing Buy a Brick Program to Support Enhancements at City Dog Park


\_\_\_\_\_

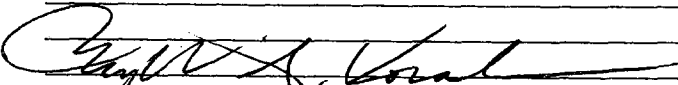
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**Summary of Purpose and Why:**

The Dog Pack of Pompano Beach desires to make enhancements to the City dog park, e.g. concrete path, by selling engraved bricks to be installed in the concrete slab at the entry area of the park. Some of these bricks may bear corporate logos, but will not be visible outside the park. If all bricks are sold, the total funds raised is estimated to be \$22,500 with a profit of \$13,100. The City is currently not involved in this program. The profit will be used to pay for the cost of completing the concrete path.

- (1) Origin of request for this action: \_\_\_\_\_
  - (2) Primary staff contact: Robert A. McCaughan, Public Works Director                      Ext. 4097
  - (3) Expiration of contract, if applicable: None
  - (4) Fiscal impact and source of funding: None
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

DEPARTMENTAL COORDINATION	DATE	DEPARTMENTAL RECOMMENDATION	DEPARTMENTAL HEAD SIGNATURE
Public Works	10/21/2009	Approve	

- Advisory Board
  - Planning Director
  - Public Works Director
  - X Interim City Manager
- 

**ACTION TAKEN BY COMMISSION:**

<u>Ordinance</u>	<u>Resolution</u>	<u>Consideration</u>	
<u>Workshop</u>			
1 <sup>st</sup> Reading	1 <sup>st</sup> Reading	Results:	Results:
_____	_____	_____	_____
2 <sup>nd</sup> Reading			
_____	_____	_____	_____
_____	_____	_____	_____



**City Attorney's Communication #2010-180**

November 2, 2009

**TO:** Mayor and City Commission

**FROM:** Gordon B. Linn, City Attorney

**RE:** Brick/Paver Project to Support Enhancements at the Dog Park

I was requested by staff to provide to you my comments on a proposed program to have engraved pavers placed at or near the dog park in an effort to generate revenue for enhancements at the dog park. Other cities and nonprofit organizations have instituted such programs and have been successful in generating funds for special interests. Such a program may help generate a sense of civic pride and ownership as well as a feeling of involvement in developing the dog park. Staff will have to address details as the program is developed.

First, the City Commission should decide whether it desires to support such a program. If the program is desired, there are two means to implement to the program. First, the city could undertake the program on its own. By doing such, the city would have absolute control over the project and would undertake this project as it undertakes other construction projects. Contributions would be made to the city and placed in a fund for improvement of the dog park. The city would obtain the engraved pavers and place them as desired. All donations to the city should be tax deductible under Section 170 (C)(1) of the Internal Revenue Code providing that the funds are used for a public purpose by the city.

The second means of implementing the program would be to co-sponsor with a nonprofit Internal Revenue Code 501 (c)(3) organization. The nonprofit organization would secure the funds, provide any non-tax receipt and provide the pavers to the city. The city's responsibility would then be to place the pavers as mutually agreed. The private organization would then provide the remaining donation funds to the city for enhancements to the dog park. An agreement between the city and the nonprofit organization would have to be implemented which would establish the mutual duties and responsibilities of each party.

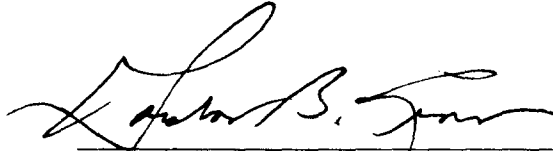
I am uncertain as to the expense to the city for staff time in laying the pavers and maintaining same. It is likely that not all donations will be timely received and that the city will be required to replace pavers which are not engraved with engraved pavers over a period of time. City staff

City Commission  
November 2, 2009  
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City Attorney's Communication #2010-180

has been requested to provide you with estimates of city staff time and expense expended in implementing the program.

If I can be of any further assistance, please feel free to contact me.

A handwritten signature in black ink, appearing to read "Gordon B. Linn", written over a horizontal line.

GORDON B. LINN

GBL/jrm  
l:cor/comsn/2010-180

cc: Phyllis A. Korab, Interim City Manager

Content:

## BUY A BRICK PROGRAM

The purpose of this program is to raise money to pay for construction of a walking path for the future dog park in Pompano Beach, A walking path for people is called for in the original plans but is as yet unfunded, as well other enhancements to the dog park, some of which are also called for in the original plans, but have yet to be funded.

The Dog Pack of Pompano Beach, Inc is purchasing the engraved bricks from Bricks R Us, a company based in Miami , Fl.

The Dog Pack will purchase engraved bricks from Bricks R Us and sells them to donors, who have specified what they want written on them and paid in advance, either on the website or by check.

The area in the entrance to the dog park that has been allocated by Public Works for installation of the bricks would be 10'x 10'. The total number of bricks would be 450 bricks. The cost of the bricks is approx. \$8,550.00. If all the bricks were sold, the total amount raised would be approx. \$22,500 with a total profit of approx. \$13,950 minus 6% sales tax. The sale price of the brick includes the sales tax.

The reason that the cost is approximate is because we are not sure how many 8x8 bricks will be sold. The 8"x8" have a higher cost but also a higher profit margin which would bring both the cost and the profit higher.

The Dog Pack of Pompano Beach, Inc. would sell two types of bricks for this program.

- 1) 4x8 brick

2) 8x8 brick

The 4x8 brick would be sold in four different ways

- 1) Individual
- 2) Individual with stock logo
- 3) Corp
- 4) Corp with corp logo

The 8x8 brick would be sold in four different ways

- 1) Individual
- 2) Individual with stock logo
- 3) Corp
- 4) Corp with corp logo

The cost wholesale of the bricks is as follows:

Our cost is 4x8: \$19

8x8: \$29

The logo fee is a cost the Bricks R Us charges to put the logo on the brick.

The stock logo is \$10

The corp logo is \$50

We could have charged more for the bricks, as some other brick drives do, but we wanted to make this brick drive affordable for everyone who might want to purchase a brick. In these tough economic times people have less disposable income than in the past. It is our

intention to make the brick drive accessible to everyone so that every family will be able to have a brick in the park to be proud of when they visit the park.

4x8: individual \$50/ with stock logo \$60

4x8: corp \$100/ with corp logo \$150

8x8: individual \$100/ with stock logo \$110

8x8: corp \$200/ with corp logo \$250



Phone: (954) 786-4507

**City of Pompano Beach  
PUBLIC WORKS DEPARTMENT**

Fax: (954) 786-4028

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MEMORANDUM NO. 10-005

**DATE:** November 4, 2009

**TO:** Interim City Manager

**FROM:** Public Works *RAM*

**SUBJECT:** Public Works Staff Time to Implement Buy a Brick Program

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Assumptions:

The Brick Paver area is 10 Linear feet by 10 Linear feet located in the central entryway area to dog park. Bricks with dimensions of 4" by 8" will equal approximately 450 bricks (30 rows of bricks with 15 bricks per row)

Estimate:

The project was initially scoped for the entire entry slab to be concrete. We will assume no bricks sold at this time and form this area with available blank bricks and replace incrementally with engraved bricks. Best case, is that all bricks are sold upfront and there would be no additional cost for the city as we would realize savings from reduction in labor and materials for 100 square feet reduction in concrete slab.

If bricks are not all sold up front we plan to replace incrementally with a minimum of 4 rows of bricks at any one time (60 bricks). The estimated time to accomplish this brick swap is 4 hours per replacement session. At \$25/hour each session is estimated to cost \$100. Depending on number of sessions, the worst case scenario would be 8 sessions or \$800.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 28 2007

NOAHS ARK - SANCTUARY FOR ABUSED  
AND ABANDONED ANIMALS INC  
2612 NE 5TH ST  
POMPANO BEACH, FL 33062

Employer Identification Number:  
52-2375748

DLN:  
17053300724007

Contact Person:  
SHAWNDEA KREBS ID# 31072

Contact Telephone Number:  
(877) 829-5500

Public Charity Status:  
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated October 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)