

Partnership Strategy

Background:

In 2025, City Council adopted a series of strategic priorities, which include a focus on improving the quality of life for Maricopa residents. Action 4.5 states the following”

“To ensure all residents are able to enjoy our high quality of life we will explore what groups may be underserved in our community and seek partnerships to enhance opportunities.”

This partnership strategy outlines the approach City Council and staff will utilize for establishing strategic partnerships with private and nonprofit entities in three targeted areas identified by City Council. This effort will be in conjunction with the City’s advisory committees to ensure these efforts are in line with the needs of the community. The City’s primary goal is to increase the quality of life in Maricopa, while also creating opportunities for promoting economic growth and activity in the private/nonprofit sector. These partnerships will focus on long-term success by addressing key community needs while ensuring fair access, sustainable services, and leveraging resources to provide lasting offerings.

Section 1: Purpose of Partnerships

The City of Maricopa seeks to strengthen community relationships and promote sustainable growth through targeted partnerships. Examples include the following three priority areas:

- **Senior Services:** Partnerships aimed at providing programs and services to support seniors, addressing their specific needs in the community.
- **Community Art Projects:** Collaborative efforts that enhance cultural enrichment, public beautification, and promote the arts.
- **Teen and Pre-Teen Focused Services and Programs:** Partnerships designed to create programs, activities, or services that support the youth of Maricopa.

These areas have been identified by Council as priority community needs and serve as a starting point; however, partnerships that enhance quality of life in other areas may also be considered in the future. Through these targeted partnerships, we aim to create long-lasting collaborations that contribute to the city's sustainability, economic vitality, and community well-being.

Section 2: Criteria for Partnership Consideration

For this effort, the City will consider partnerships based on the following criteria:

1. **Public Benefit:** Partnerships should provide broad public benefit, ensuring accessibility and inclusivity. Priority will be given to projects that promote community identity, engagement, and cultural enrichment.
2. **Alignment with Strategic Goals:** Partnerships must support the City's overarching goals, including economic growth, quality of life improvements, and community vibrancy. Programs should foster social engagement, community pride, and contribute to Maricopa's long-term development.
3. **Private Sector Feasibility:** The City will consider partnerships when private or nonprofit entities cannot feasibly provide the service or program. Partnerships should fill gaps in services where the market is unable to meet demand or quality standards.
4. **Revenue-Generating Potential:** Where applicable, partnerships should explore opportunities for revenue generation (e.g., sponsorships, fees) to help offset costs. Care will be taken to avoid undermining private businesses or placing undue strain on taxpayer resources.
5. **Sustainability:** Partnerships must demonstrate a clear, sustainable model—both financially and operationally. This includes clear objectives, success metrics, and regular evaluations of ongoing impact. Each partnership should plan for long-term viability.
6. **Minimizing Public Subsidies:** The City seeks to avoid excessive reliance on public funds and aims to create efficient partnerships that do not place a heavy burden on taxpayers.
7. **End Date or Transition Plan:** All partnerships in this effort should have a clear end date, or a business model that allows for a transition to full financial responsibility. Groups must propose a plan that either concludes or enables them to become self-sustaining in the future.

Note: Detailed requirements will be developed through the Request for Proposal (RFP) process and tailored to the specific nature of the desired partnership;

Section 3: The Role of the City in Partnerships

1. **Supporting Growth in Private and Nonprofit Sectors:** The City will focus on assisting local private and nonprofit entities by providing access to resources such as City-owned spaces, marketing, and event support.

2. **Partnerships for Unmet Community Needs:** The City may engage in partnerships to address significant needs that cannot be met without City involvement. This may include large-scale community projects, such as senior service initiatives, public art installations, or programs for youth.
3. **Transitioning Services to the Private Sector:** When services or programs can be more effectively managed by the private or nonprofit sectors, the City will transition these services to ensure long-term sustainability and free taxpayer resources for future investment..

Section 4: Partnership Process

1. **Partnership Proposal:** Any organization wishing to partner with the City must submit a formal proposal detailing the project, its community benefits, and alignment with the City's strategic goals. The City will solicit and determine the appropriate process for awarding partnerships with formal agreements, most commonly through the open RFP process.
2. **Target Areas:** Proposals must focus on one of the three priority areas: senior services, community art, or teen or pre-teen programming.
3. **Review and Evaluation:** Proposals will be evaluated by City staff to ensure alignment with the City's strategic goals, feasibility, and the ability to address community needs. The City, in concert with the appropriate advisory committee, will assess whether the partnership offers the best solution to these needs.
4. **Formal Agreement:** Once a proposal is approved, the City and the partnering organization will create a formal agreement or Memorandum of Understanding (MOU) outlining the responsibilities, financial arrangements, and performance expectations.
5. **Evaluation and Oversight:** All partnerships will be subject to regular evaluations to assess their effectiveness. The City reserves the right to modify or discontinue any partnership that no longer aligns with its objectives or community needs. Specific metrics will be defined during the RFP process and aligned with the nature of the proposed offering.

Section 5: Expanding Maricopa Library and Cultural Center (MLCC) Programming

In addition to the above strategy, the City will look to increase quality of life offerings by expanding MLCC programming through new partnerships. These partnerships may involve groups offering services in exchange for MLCC space or other resources. Currently, the City has a procedure allowing volunteers to offer programming at the MLCC. Moving forward, we

will also consider groups that wish to provide programming in exchange for services such as space for group planning meetings or other shared resources.

When considering new partnerships for MLCC programming, we will assess:

- The alignment of the program with MLCC objectives.
- The requested space and time commitment.
- The long-term sustainability and viability of the program.

Section 6: Conclusion

By focusing on targeted partnerships in senior services, community art, and teen and pre-teen programming, the City of Maricopa will strengthen the community and promote sustainable growth. These collaborations will enable local organizations to thrive while ensuring that City resources are used efficiently and effectively. Through this strategic approach, the City aims to create lasting, sustainable partnerships that enhance public life and contribute to the long-term success of Maricopa.