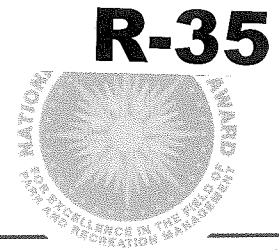


CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697
(562) 570-3100 • FAX (562) 570-3109
www.LBParks.org

selected
best in the nation

August 11, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute all documents necessary to enter into an agreement with Subaru of America, Inc., to raise funding through the "Share the Love" event, which will be used to provide future services for shelter animals through Long Beach Animal Care Services; and grant Subaru of America, Inc., through Timmons Subaru, a non-exclusive license to use the Long Beach Animal Care Services name and logo in connection with the sale or lease of Subaru vehicles through May 31, 2016. (Citywide)

DISCUSSION

In 2014, Subaru of America, Inc. (Subaru), donated \$15 million to national and local charities through its "Share the Love" event (Event), with over \$50 million donated over the past seven years. As a part of the 2014 Event, Friends of Long Beach Animals received \$42,000, which will be used to outfit the new Animal Care Services (ACS) spay/neuter clinic.

For the upcoming 2015 Event, Subaru will set aside \$250 for every new Subaru vehicle sold or leased. Four national charities and over 600 local organizations will be selected by Subaru retailers to receive a donation through this Event. Timmons Subaru, a Long Beach retailer, selected ACS to receive their Event donation.

As a part of the requirement to accept the funding, Subaru would like to use the ACS name and logo at Timmons Subaru in connection with the sale or lease of new Subaru vehicles at Timmons Subaru. In exchange, ACS will publicly acknowledge the support of Subaru and Timmons Subaru during the Event through all relevant and available communication channels, such as press releases, social media, and at ACS mission-related events. ACS plans to use the funding raised through the Event for future shelter improvements, and spay/neuter, vaccination, and microchip community events.

This matter was reviewed by Deputy City Attorney Arturo D. Sanchez on July 20, 2015, and by Budget Management Officer Victoria Bell on July 22, 2015.

HONORABLE MAYOR AND CITY COUNCIL
August 11, 2015
Page 2

TIMING CONSIDERATIONS

City Council action is requested on August 11, 2015, in order to enter into the agreement with Subaru of America, Inc., by their August 31, 2015, deadline.

FISCAL IMPACT

At the conclusion of the "Share the Love" event, the Department of Parks, Recreation and Marine will return to the City Council to accept and appropriate the donated funding. The proposed agreement does not require matching funds or in-kind services. There is no impact to jobs associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



STEPHEN SCOTT
INTERIM DIRECTOR OF PARKS, RECREATION AND MARINE

SS:TS:km:lh

APPROVED



PATRICK H. WEST
CITY MANAGER