



Legislation Text

File #: 08-1094, **Version:** 1

Recommendation to authorize City Manager to execute a five-year Sponsorship Agreement with Charter Communications, with a total maximum fee payment to the City of \$929,099. (Citywide)

Approval is recommended to authorize a five-year sponsorship agreement with Charter Communications (Charter), with a total maximum fee payment to the City of \$929,099.

In 1996, the City adopted a Policy on City Sponsorships, Corporate Recognition and Advertising (attached as Exhibit A), to permit partnering with firms for the purpose of joint promotion and revenue development. As part of the Structural Deficit Reduction Strategy, the Council requested the City Manager in 2003 to explore additional revenue opportunities, including a sponsorship and marketing program, to create an additional no tax, no fee revenue stream. The Financial Strategic Plan includes a \$3 million target for new revenue from sponsorship.

The City has previously entered into sponsorship and marketing agreements, including in 2001, a multi-year beverage contract with BCI Coca Cola Bottling Company of Los Angeles, and in 2008, a three-year agreement with EcoMedia, LLC.

The Agreement with Charter would include certain rights and benefits, such as the right to use the "Official City of Long Beach Partner" logo, a limited number of street banners, a hyperlink on the City's website, various corporate recognition opportunities and participation in City sponsored special events. A full listing of the proposed rights and benefits is attached as Exhibit B. All sponsorship rights, including placement, design and content, are subject to approval by the City, at the City's sole discretion.

This matter was reviewed by Assistant City Attorney Heather A. Mahood on October 9, 2008 and Budget Management Officer Victoria Bell on October 10, 2008.

City Council action is requested on October 21, 2008 to proceed with program implementation.

There is no cost to the City for this agreement that will generate up to \$929,099 in total revenue over a five-year period. The revenue for this and other sponsorship activities totaling \$1 million annually is already included in the FY 09 budget of the General Fund (GP) in the Department of Community Development (CD), Economic Development Bureau. The source of funding is corporate sponsorships.

Approve recommendation.

PATRICK H. WEST
CITY MANAGER

