



City of Long Beach
Working Together to Serve

R-13
Office of Gerrie Schipske
Councilwoman, Fifth District
Memorandum

Date: August 17, 2010

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District *GS*
Councilmember Patrick O'Donnell, Fourth District *PO*

Subject: AGENDA ITEM: Request City Manager to Review the City of San Diego Municipal Marketing Partnership Program for Adoption in Long Beach as a Means of Generating Revenue to Enhance Municipal Services and Facilities in the City

DISCUSSION

San Diego and other cities have set out with an aggressive program to lure corporate America to pay up receive the right to call their product the "official" product of the cities. And it is working big time.

San Diego received \$1.25 million for its general fund from designating Verizon the "Official Wireless Partner" of the City.

San Diego Metropolitan Credit Union is paying San Diego \$100,000 annually designated "Official Credit Union Partner" of the City of San Diego. Pepsi forked over a \$1.5 million signing fee and a minimum of \$250,000 each of five years, as well as thousands of dollars in donated products and marketing and advertising, as the "Proud Sponsor of the City of San Diego."

San Diego partnered with General Motors to provide 29 vehicles for the city's lifeguards and five vehicles for the city's police and fire departments free of charge. In return, small graphic signs on the vehicles are placed advertising GM as the official sponsor.

The city to our south also developed partnerships to receive emergency equipment from Cardiac Science. Again, the partnerships have resulted in cash for the city and discreet emblems on the vehicles.

New York landed a \$33 million contract with Snapple in return for the drinks being sold exclusively at city facilities. New York also received \$19.5 million to establish a NY City Official History Center that is owned and operated by the City but funded by the History Channel.

Costa Mesa partnered with a local skateboard apparel manufacturer to sponsor the operation and maintenance of a skateboard park in the city – paying the city \$30,000 each year for naming rights, the right to hold events and a link on the City web site.

HONORABLE MAYOR AND CITY COUNCIL

Request City Manager to Review the City of San Diego Municipal Marketing Partnership Program for Adoption in Long Beach as a Means of Generating Revenue to Enhance Municipal Services and Facilities in the City

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The City of Long Beach has historically shunned these opportunities. However, in continuing hard economic times, it seems feasible for the City to adopt successful strategies as used in other cities, particular the City of San Diego.

RECOMMENDATION

Request that the City Manager review the City of San Diego's Municipal Marketing Partnership Program and its Marketing Partnership Policy for adoption in the City of Long Beach as a means of generating revenue to enhance municipal services and facilities in the City of Long Beach.