

# TAB 6

## POINT PAPER

### BRIGHT HOUSE NETWORKS SPONSORSHIP MOVIE IN THE PARK

February 4, 2008

**PROBLEM:** Bright House Networks has agreed to sponsor the City's Movie In The Park for 2008, and City Commission approval is requested in order to accept this donation.

**BACKGROUND:** Bright House Networks has agreed to sponsor Palmetto's Movie In The Park for calendar year 2008. The current cost to the City (CRA) to "rent" each movie is approximately \$250.00 monthly, which allows the City the right to show the movie in a public venue.

In this sponsorship agreement:

Bright House agrees:

- To pay a monthly fee of \$250.00 to underwrite the City's cost to have movie rights. The lump sum fee of \$3,000 will be paid in two \$1,500 installments.
- To promote the Movie In The Park to all their employees.

The City of Palmetto agrees:

- Bright House Networks will be the exclusive telecommunications sponsor.
- Bright House Networks will have the opportunity to show a pre-produced promotion/PSA approved by the City before each movie.
- Bright House Networks will have the opportunity to have their banner displayed at each screening.
- Bright House Networks will have the Right of First Refusal to sign on as the exclusive telecommunications sponsor for all or part of calendar year 2008.

If approved by Commission, Resolution No. 08-04 will amend the budget to correctly reflect that the revenue will be placed in the CRA's budget to match the CRA expense. Currently the revenue is reflected in a line item in the General Fund budget.

#### ALTERNATIVES:

- 1) Authorize the Mayor to enter into this agreement to accept the funds and allow Bright House Networks to be the exclusive telecommunications sponsor, and adopt Resolution No. 08-04.
- 2) Do not accept the funds.

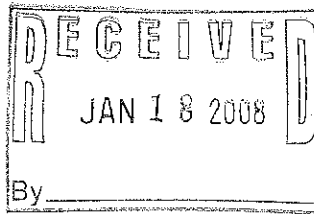
#### RECOMMENDATION:

- 1) Accept the funds and acknowledge Bright House Networks as a co-sponsor of Palmetto's Movie In The Park.
- 2) Approve Resolution No. 08-04.

**BUDGET IMPACT:** None



# PALMETTO



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Palmetto, Florida 34220-1209  
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January 2, 2008

Ms. Amy E. Van Dell  
Director of Public Relations  
Bright House Networks  
5413 State Road 64 East  
Bradenton, Florida 34208

RE: Movie in the Park Sponsorship - January 2008 through December 2008

Dear Ms. Van Dell:

We are pleased that Bright House Networks has agreed to sponsor Palmetto's Movie in the Park again for 2008. Movie in the Park is scheduled for the first Friday of each month at Sutton Park, with a rain date of the second Friday of the month.

The City of Palmetto agrees to provide the following throughout the term of this agreement:

1. Bright House Networks will be the exclusive telecommunications sponsor.
2. Bright House Networks will have the opportunity to show a pre-produced Promotion/PSA approved by the City of Palmetto before each movie.
3. Bright House Networks will have the opportunity to have its banner displayed at each screening.
4. Bright House Networks will have a Right of First Refusal to sign on as the exclusive telecommunications sponsor for all or part of calendar year 2009.

In consideration of the above, Bright House Networks agrees to provide the following throughout the term of this agreement:

1. A fee of \$250.00 per month for underwriting the movie rights for the year (January – December 2008), which fee shall be paid in the amount of \$1,500 in January 2008 and \$1,500 in July 2008. The City of Palmetto will invoice Bright House in January and July.
2. Bright House Networks will promote the Movie in the Park to all its employees.

Ms. Amy E. Van Dell  
Bright House Networks  
January 2, 2008  
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Enclosed is an invoice in the amount of \$1,500 payable to the City of Palmetto for the January – June 2008 underwriting fees per your request.

We would like to thank you again for your generous sponsorship and look forward to working with you in the future.

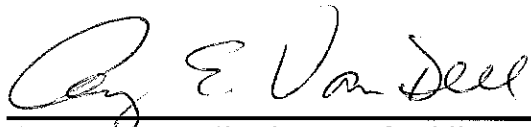
Sincerely,



Larry Bustle  
Mayor

LB/dr  
Enclosure

ACCEPTED:



Amy E. Van Dell, Director of Public Relations  
Bright House Networks

1/18/08

Date

Thank you!  
Check is in  
the works.

**RESOLUTION NO. 08-04**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PALMETTO, FLORIDA, AMENDING RESOLUTION NO. 07-39, WHICH RESOLUTION ADOPTED THE BUDGET FOR FISCAL YEAR 2007-2008, AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS, from time to time it is necessary to increase or decrease revenues and expenditures in certain accounts, and;**

**WHEREAS, it is necessary to provide budgetary authorization for the expenditure of these funds;**

**NOW, THEREFORE, BE IT RESOLVED, BY THE CITY COMMISSION OF THE CITY OF PALMETTO, FLORIDA:**

**Section 1:** That Revenue Account 6903696800, Other Miscellaneous Revenue, for the fiscal year ending September 30, 2008 is increased by Three Thousand, Three Hundred Dollars (\$3,300), to increase the CRA budget for Bright House Networks' sponsorship of the City's Movie in the Park.

**Section 2:** That Revenue Account 0013474550, Culture/Recreation – Sponsorship Revenue, for the fiscal year ending September 30, 2008 is decreased by Three Thousand, Three Hundred Dollars (\$3,300), to decrease the city's budget for Bright House Networks' sponsorship of the City's Movie in the Park originally budgeted in General Fund.

**Section 3:** This Resolution shall become effective immediately upon its passage.

**Section 4:** All Resolutions and parts of Resolutions in conflict herewith are repealed.

**Passed by the City Commission of the City of Palmetto, Florida in regular session with a quorum present and voting this 4th day of February, 2008.**

**BY: \_\_\_\_\_  
Lawrence E. Bustle, Jr., Mayor**

**ATTEST:**

**\_\_\_\_\_  
James R. Freeman, City Clerk**