

TAB 6

POINT PAPER

BRIGHT HOUSE NETWORKS SPONSORSHIP MOVIE IN THE PARK

January 26, 2009

PROBLEM: Bright House Networks has agreed to sponsor the City's Movie in the Park for 2009, 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 2009. 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 2010.

If approved by Commission, Resolution No. 09-05 will amend the budget to correctly reflect that the revenue will be placed in the CRA's budget to match the CRA expense.

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. 09-05.
- 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. 09-05.

BUDGET IMPACT: None

RESOLUTION NO. 09-05

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PALMETTO, FLORIDA, AMENDING RESOLUTION NO. 08-32, WHICH RESOLUTION ADOPTED THE BUDGET FOR FISCAL YEAR 2008-2009, 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 690-369-6800, Other Miscellaneous Revenue, for the fiscal year ending September 30, 2009 is increased by Three Thousand Dollars (\$3,000), to increase the CRA budget for Bright House Networks' sponsorship of the City's Movie in the Park.

Section 2: That Expense Account 690-559-4891, Promotional Advertising for the fiscal year ending September 30, 2009 is increased by Three Thousand Dollars (\$3,000), to increase the CRA budget for the City's Movie in the Park expenses.

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 AND DULY ADOPTED, in regular session, by the City Commission of the City of Palmetto, with a quorum present and voting, this 26th day of January 2009.

CITY OF PALMETTO, FLORIDA
BY AND THROUGH THE CITY
COMMISSION OF THE CITY OF
PALMETTO

By: _____
SHIRLEY GROOVER BRYANT
MAYOR

ATTEST: JAMES R. FREEMAN

By: _____
City Clerk