

TAB 17



City of Palmetto Agenda Item

Meeting Date

12/7/09

Presenter: Jim Freeman

Department: City Clerk

Title:

Resolution No. 09-57

Budget amendment to record the annual sponsorship of Movie in the Park by Bright House Networks

Background:

Bright House Networks will sponsor the Movie in the Park at an annual rate of \$3,000. This sponsorship covers the cost to rent the movie and show it in a public venue. Historically, the city has billed Bright House Networks in two \$1,500 installments.

The City agrees that Bright House Networks shall be entitled to the following:

Exclusive telecommunications sponsor

Opportunity to show a pre-produced promotion/PSA (approved by the City) before each movie

Opportunity to display their banner at each movie

Right of First Refusal to sign on as the exclusive telecommunications sponsor for all or part of calendar year 2011

Budgeted Amount: \$3,000.00
Budget Page No(s):
Available Amount: \$0.00
Expenditure Amount: \$0.00

Additional Budgetary Information: Increase Revenue 690-369-6800 and increase expenses 690-559-4891 by \$3,000

Funding Source(s): Contract
Sufficient Funds Available: Yes No
Budget Amendment Required: Yes No
Source:

City Attorney Reviewed: Yes No N/A
Advisory Board Recommendation: For Against N/A
Consistent With: Yes No N/A

Potential Motion/Direction Requested: Motion to adopt Resolution No. 09-57

Staff Contact: Cheryl A. Miller Finance

Attachments:

RESOLUTION NO. 09-57

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PALMETTO, FLORIDA, AMENDING RESOLUTION NO. 09-38, WHICH RESOLUTION ADOPTED THE BUDGET FOR FISCAL YEAR 2009-2010, 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, 2010 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, 2010 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 7th day of December, 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



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December 8, 2009

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 2010 through December 2010

Dear Ms. Van Dell:

We are pleased that Bright House Networks has agreed to sponsor Palmetto's Movie in the Park for 2010. 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 2011.

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 2010). The City will invoice Bright House in January and July.
2. Bright House Networks will promote the Movie in the Park to all its employees.

Enclosed are the completed Accounts Payable form and an invoice in the amount of \$1,500.00 payable to the City of Palmetto per your request.

Ms. Amy E. Van Dell
December 8, 2009
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We would like to thank you again for your generous sponsorship. We look forward to working with you in the future.

Sincerely,

Shirley Groover Bryant
Mayor

SGB/dr
Enclosures

ACCEPTED:

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

Date