

GENERAL FACT SHEET

10 R-66

BILL NUMBER

BRIEF TITLE	APPROVAL DEADLINE	REASON
<u>Pershing Advertising Agreement</u> <u>with Cornhusker Bank.</u>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

DETAILS	POSITIONS/RECOMMENDATIONS	
<p>Pershing Municipal Auditorium presently owns and operates two exterior animated programmable electronic message systems and one interior animated programmable electronic message systems at its auditorium facility located at 226 Centennial Mall South in Lincoln. The two exterior Message Systems are located at 16th and M Streets and 15th and N Streets on the grounds of the Auditorium. This is a mutual request from Pershing and Cornhusker Bank for approval. This Agreement is a two-year contract for the cost of \$10,000 per year, and is commencing on May 1, 2010 and terminating on April 30, 2012.</p>	Sponsor	Don Herz/Tom Lorenz
	Program Departments, or Groups Affected	Finance/Pershing
	Applicants/ Proponents	Applicant: Don Herz/Tom Lorenz City Department: Finance/Pershing Other:
	Opponents	Groups or Individuals: No Known opposition. Basis of Opposition:
Discussion (Including Relationship to other Council Actions)	Staff Recommendations	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against
	Board or Commission Recommendation	BY <input type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> No Action Taken <input type="checkbox"/> For with revisions or conditions (See Details column for conditions)
	CITY COUNCIL ACTIONS (For Council Use Only)	<input type="checkbox"/> Pass <input type="checkbox"/> Pass (As Amended) <input type="checkbox"/> Council Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not Pass

DETAILS

POLICY/PROGRAM IMPACT

<p>POLICY OR PROGRAM CHANGE</p>	<p><input checked="" type="checkbox"/> NO <input type="checkbox"/> YES</p>
<p>OPERATIONAL IMPACT ASSESSMENT</p>	
<p>FINANCES</p>	
<p>COST AND REVENUE PROJECTIONS</p>	<p>COST of total project: COST of this Ordinance/Resolution</p>
	<p>RELATED annual operating costs</p>
	<p>INCREASED REVENUE EXPECTED:</p>
<p>SOURCE OF FUNDS</p>	<p>CITY [Approximately]</p>
	<p>_____ \$ _____ %</p>
	<p>_____ \$ _____ %</p>
	<p>_____ \$ _____ %</p>
	<p>NON CITY [Approximately]</p>
	<p>_____ \$ _____ %</p>
<p>BENEFIT COST <input type="checkbox"/> Front Foot <input type="checkbox"/> Square Foot</p>	<p>Average Assessment \$ _____ \$</p>

APPLICABLE DATES:

FACT SHEET PREPARED BY: Jamie Phillips

REVIEW BY: Don Herz, Finance Director

REFERENCE NUMBER: