

**GENERAL FACT SHEET**

04R-77

**BILL NUMBER**

**BRIEF TITLE: Pershing Advertising Agreement**

**APPROVAL  
DEADLINE:**

**DETAILS:**

**POSITIONS/RECOMMENDATIONS:**

<p><i>Pershing Municipal Auditorium operates two exterior animated programmable electronic message systems for a total of four faces. This is a mutual request from Pershing and Bristol Windows, Inc. for approval for the advertising signs. This Agreement is for five years, \$11,500/year, commencing on May 1, 2004, and terminating on April 30, 2009, or, if, and when Pershing ceases operations. There is no cost to Pershing.</i></p>	Sponsor:	Tom Lorenz/Don Herz
	Program Departments, or Groups Affected	Finance/Pershing Municipal Auditorium
	Applicants/ Proponents	Finance Other
<p><i>Discussion (Including Relationship to other Council Actions)</i></p> <p><i>Advertising revenue is an important part of the revenue stream for Pershing. Bristol will replace "Papa John" advertising signs.</i></p>	Opponents	Groups or Individuals: No known opposition  No known opposition  Basis of Opposition:
	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

