

GENERAL FACT SHEET

BILL NUMBER *05R-81*

BRIEF TITLE

APPROVAL DEADLINE

REASON: Renewal

Pershing Advertising
Double Eagle Beverage LLC

DETAILS

POSITION RECOMMENDATIONS

<p>Reason for Legislation:</p> <p>Approve a three-year advertising contract, commencing March 17, 2005, with Double Eagle Beverage LLC.</p>	Sponsor	Tom Lorenz Finance - Pershing Auditorium
	Program Departments, or Groups Affected	Finance - Pershing Auditorium
	Applicants/ Proponents	Applicant Tom Lorenz City Department Pershing Auditorium Other
<p>Discussion (Including Relationship to other Council Actions):</p> <p>Advertiser shall receive 7% of advertising message per hour, displayed on message systems when operational (18-20) hrs/day). The amount of revenue received will pay back the cost of the Pershing sign renovation.</p> <p>The advertiser shall pay the City the sum of \$14,000 a year for each year this agreement is in effect. The City and Pershing approvals are provided for in the Pershing Management Agreement, Section V1(A).</p> <p>These types of transfers between Capital Improvement projects are made routinely at, and near each fiscal year end, and periodically during other fiscal years.</p>	Opponents	Groups or Individuals None Basis of Opposition
	Staff Recommends	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against
	Board or Commission Recommends	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

<i>See discussion.</i>	POLICY OR PROGRAM CHANGE	<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES
	Operational Impact Assessment	None _____ _____
	FINANCES	
	COST AND REVENUE PROJECTION	COST of total project: \$ _____ COST of this Ordinance/ Resolution not to exceed \$ _____
		RELATED annual operating Costs \$ _____
		No additional appropriations are being made in total.
SOURCE OF FUNDS	CITY [Approximately] _____ \$ _____ % _____ \$ _____ NON CITY [Approximately] _____ \$ _____ % _____ _____ \$ _____	
BENEFIT COST	<input type="checkbox"/> Front Foot Assessment Average <input type="checkbox"/> Square Foot \$ _____ \$ _____	

APPLICABLE DATES:

FACT SHEET PREPARED BY: Steve Hubka

REVIEWED BY: Steve Hubka

REFERENCE NUMBER