

GENERAL FACT SHEET

BILL NUMBER *05R-82*

APPROVAL DEADLINE:

REASON: Renewal

BRIEF TITLE: Pershing Advertising
Alltel Communications, Inc.

DETAILS: **POSITIONS/
RECOMMENDATIONS**

<p><i>To approve a three-year advertising contract, commencing March 13 , 2005, with Alltel Communications, Inc.</i></p>	Sponsor:	<p><i>Tom Lorenz</i> Finance - Pershing Auditorium</p>
	Program Departments, or Groups Affected	<p><i>Finance - Pershing Auditorium</i></p>
	Applicants/ Proponents	<p><i>Applicant:</i> <i>Tom Lorenz</i> <i>Pershing Auditorium</i></p>
<p><i>Discussion (Including Relationship to other Council Actions)</i></p> <p><i>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.</i></p> <p><i>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).</i></p> <p><i>These types of transfers between Capital Improvement projects are made routinely at, and near each fiscal year end, and periodically during other fiscal years.</i></p>	Opponents	<p><i>Groups or Individuals: No known opposition</i></p> <p><i>No known opposition</i></p> <p><i>Basis of Opposition:</i></p>
	Staff Recommends	<p><input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against</p>
	Board or Commission Recommendation	<p>BY</p> <p><input type="checkbox"/> For <input type="checkbox"/> Against</p> <p><input type="checkbox"/> No Action Taken</p> <p><input type="checkbox"/> For with revisions or conditions</p> <p><i>(See Details column for conditions)</i></p>
	CITY COUNCIL ACTIONS (For Council Use Only)	<p><input type="checkbox"/> Pass</p> <p><input type="checkbox"/> Pass (As Amended)</p> <p><input type="checkbox"/> Council Sub.</p> <p><input type="checkbox"/> Without Recommendation</p> <p><input type="checkbox"/> Hold</p> <p><input type="checkbox"/> Do not Pass</p>

<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 <input type="checkbox"/> Square Foot	Average \$ _____ \$ _____

APPLICABLE DATES:

FACT SHEET PREPARED BY: Steve Hubka

REVIEWED BY: Steve Hubka

REFERENCE NUMBER