

**ORDINANCE NO. 20-15**

**AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO A CONTRACT WITH LOOK STRATEGIES, LLC TO ACT AS THE CITY'S MARKETING AND COMMUNICATIONS CONSULTANT FOR THE AVON MUNICIPAL AQUATIC FACILITY AND DECLARING AN EMERGENCY**

**WHEREAS**, the City has long recognized that significant revenues can be achieved through the sale of corporate naming rights and advertising involving the City's future Aquatic Center; and

**WHEREAS**, in August of 2014 the City published a Request for Proposals (RFP) for well-qualified vendors interested in planning, coordinating and implementing a comprehensive program to promote and sell corporate sponsorships for the City's newly designed and soon to be constructed municipal aquatic facility to submit their proposals; and

**WHEREAS**, Look Strategies, LLC and its CEO, Steve Corcoran, responded to that RFP and had several meetings with the Mayor and other Administrative personnel in an effort to develop a marketing and communications strategy to facilitate the sale of corporate sponsorships and advertising plans specific to the City's aquatic facility; and

**WHEREAS**, after months of preparation and development of a marketing plan and negotiating the terms of its contract with the City, Look Strategies and the City are now prepared to move forward with a formal contract authorizing Look Strategies to act as the City's exclusive agent in the marketing of corporation sponsorships and advertising at the aquatic site; and

**WHEREAS**, Council, having reviewed the contract with Look Strategies, finds that entering into said contract to be in the best interests of the health, safety and welfare of the citizens of Avon.

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF AVON, LORAIN COUNTY, OHIO:**

Section 1 - That the Mayor is hereby authorized to enter into a contract with Look Strategies, LLC in substantially the form as set forth in the attached Exhibit A, which is incorporated herein and made a part of this ordinance, for the planning, coordinating and implementing of a comprehensive program to promote and sell corporate sponsorships and advertising for the City's newly designed and soon to be constructed aquatic facility

Section 2 - Payment in the amounts set forth in the contract are hereby authorized to be made by the Finance Director under the terms and conditions set forth therein.

Section 3 - That it is found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal actions were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

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Section 4 - That this Ordinance is hereby declared to be an emergency measure necessary for the preservation of the public peace, health, safety and welfare of the citizens of the City of Avon, the immediate emergency being the necessity to award a contract to Look Strategies, LLC to be the marketing and communications consultant for the City as soon as possible in advance of the grand opening of the City's aquatic center this summer; therefore, this Ordinance shall be in full force and effect immediately upon its passage and approval by the Mayor.

PASSED: \_\_\_\_\_ DATE SIGNED: \_\_\_\_\_

By: \_\_\_\_\_  
Craig L. Witherspoon, Council President

DATE APPROVED BY THE MAYOR: \_\_\_\_\_

\_\_\_\_\_  
Bryan K. Jensen, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
John A. Gasior, Law Director  
City of Avon, Ohio

ATTEST:

\_\_\_\_\_  
Ellen R. Young  
Clerk of Council

Posted: \_\_\_\_\_  
In Five Places as  
Provided by Council

Prepared By:  
John A. Gasior, Esq.  
Law Director