

ORDINANCE NO. 16-18

**AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO AN
AMENDED CONTRACT WITH LOOK STRATEGIES, LLC,
THE CITY'S MARKETING AND COMMUNICATIONS
CONSULTANT FOR THE AVON 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 Aquatic Center; and

WHEREAS, in furtherance of realizing these revenues, 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 constructed aquatic facility; and

WHEREAS, back in 2015, 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, on February 23, 2015, Council passed Ordinance No. 20-15 to authorize the Mayor to enter into a Contract with Look Strategies, LLC for that very purpose; and

WHEREAS, the parties now believe that it would be their best interests to amend said contract by raising the commission rate for Look Strategies from twelve and a half percent (12.5%) to twenty percent (20%) but eliminating any City responsibility for out of pocket expenses associated with said marketing; and

WHEREAS, Council, having reviewed the amended contract with Look Strategies, finds that authorizing the Mayor to sign it would 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 execute an amendment to the existing contract with Look Strategies, LLC in substantially the form as set forth in the attached Exhibit A, which is incorporated herein.

Section 2 - All other provisions of the contract not amended as set forth in Exhibit A remain in full force and effect.

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 amend the contract with Look Strategies, LLC to adjust the parties' responsibility of commissions and expenses as soon as possible in advance of the 2018 opening of the City's aquatic center; therefore, this Ordinance shall be in full force and effect immediately upon its passage and approval by the Mayor.

PASSED: _____

DATE SIGNED: _____

By: _____
Craig Witherspoon, Council President

DATE APPROVED BY THE MAYOR: _____

Bryan K. Jensen, Mayor

APPROVED AS TO FORM:

John A. Gasiar, Law Director
City of Avon, Ohio

ATTEST:

Barbara J. Brooks
Clerk of Council

Posted: _____
In Five Places as
Provided by Council

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