



REQUEST FOR CITY COUNCIL ACTION

MEETING DATE:

May 3, 2017

DEPARTMENT:

Administration

DIVISION:

- ☒ Motion
- ☐ Resolution
- ☐ Ordinance - Introduction
- ☐ Ordinance - Adoption
- ☐ Public Hearing

TITLE:

Marketing Agreement: Utility Service Partners Private Label, Inc. d/b/a Service Line Warranties of America

SUMMARY RECOMMENDATION:

Authorize the City Administrator to execute an agreement with Utility Service Partners Private Label, Inc. d/b/a Service Line Warranties of America (Company) to use the City of Yuma's name and logo in the Company's marketing materials, which will advertise the Company's external sewer line, water line, and in-home plumbing warranties to residential property owners within the City's jurisdiction. (City Administration) (Ricky Rinehart)

REPORT:

The Company is administrating the National League of Cities Service Line Warranty Program, which has been endorsed by the League of Arizona Cities and Towns.

Under the marketing agreement (Agreement), the City is granting the Company a non-exclusive license to use the City's name and logo for the sole purpose of marketing the Company's services to residential property owners within the City. The Agreement also requires the Company to receive the City's approval before distributing any marketing materials containing the City's name or logo.

The Company has the right to conduct up to three marketing campaigns each year the Agreement is in effect for the purpose of advertising the sale of its warranties. The Company provides service line warranties for external sewer lines, external water lines, and in-home plumbing.

The initial term of the Agreement will be for a period of three years, and will automatically renew for up to three one-year terms, unless either party decides to terminate the agreement. The City will receive a license fee based upon each product that is in force each month during the term of the Agreement. In addition, the City will also receive a brand fee spread across the first three years of the term.

By approving this motion, the City Council authorizes the City Administrator to execute the Agreement with the Company to use the City's name and logo, under certain conditions, in the Company's marketing materials.

FISCAL REQUIREMENTS	CITY FUNDS:	\$0.00	BUDGETED:	\$0.00
	STATE FUNDS:	\$0.00	AVAILABLE TO TRANSFER:	\$0.00
	FEDERAL FUNDS:	\$0.00	IN CONTINGENCY:	\$0.00
	OTHER SOURCES:	\$0.00 \$0.00 \$0.00	FUNDING FOR THIS ITEM IS FOUND IN THE FOLLOWING ACCOUNT / FUND / CIP:	
	TOTAL:	\$0.00		
	FISCAL IMPACT STATEMENT:			
ADDITIONAL INFORMATION	SUPPORTING INFORMATION NOT ATTACHED TO THE CITY COUNCIL ACTION FORM THAT IS ON FILE IN THE OFFICE OF THE CITY CLERK: 1. 2. 3. 4. 5.			
	IF CITY COUNCIL ACTION INCLUDES A CONTRACT, LEASE OR AGREEMENT, WHO WILL BE RESPONSIBLE FOR ROUTING THE DOCUMENT FOR SIGNATURE AFTER CITY COUNCIL APPROVAL? <input type="radio"/> Department <input type="radio"/> City Clerk's Office <input type="checkbox"/> Document to be recorded			
SIGNATURES	CITY ADMINISTRATOR:		DATE:	
	Gregory K. Wilkinson		4/24/2017	
	REVIEWED BY CITY ATTORNEY:		DATE:	
	Richard W. Files		4/24/2017	
	RECOMMENDED BY (DEPT/DIV HEAD):		DATE:	
Ricky L. Rinehart		4/13/2017		
WRITTEN/SUBMITTED BY:		DATE:		