

CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
APRIL 15, 2008 AGENDA

Subject:	Type:	Submitted By:
PRODUCTION SERVICES AGREEMENT	◆ RESOLUTION ORDINANCE RECEIVE/FILE	BRENDA S. GUNN CITY ADMINISTRATOR

SYNOPSIS

A resolution has been prepared to authorize the execution of a participation agreement with The Economic Report (Production Company) to produce a marketing feature segment in an amount not to exceed \$19,700.

FISCAL IMPACT

The FY 07/08 Lottery Fund budget provides funds for community marketing. The balance will be funded through other savings in the Lottery Fund.

RECOMMENDATION

Approval.

BACKGROUND

The Mayor and Council have identified the importance of economic development and the significance of encouraging business retention, expansion, attraction and entrepreneurship in the La Vista community. In the FY 07/08 Municipal Budget the Mayor and Council allocated resources to market the comparative advantages of La Vista.

The City has been approached by the producers of The Economic Report. The Economic Report, hosted by Greg Gumbel, airs during the day on a variety of well-known news networks throughout the country. In finalizing the 2008 series scheduling for "The Economic Report," they are considering City of La Vista for a 5-minute segment on topics, trends and issues related to "Hidden Gems of Economic Development" in their "Leaders in Economic Development Series." They indicated to me that their research had identified La Vista.

The La Vista segment would be designed to educate the viewers about the City of La Vista as it relates to location, lifestyle, work force, land availability, logistics and overall direction of the city; inform the viewers about the types of things La Vista is doing and has done to make it a "hidden gem of economic development." The visual will include on camera interviews and third party interviews, footage of new construction, existing businesses, lifestyle footage and community footage.

This segment will air one (1) time nationally on Fox Business Network and nineteen (19) times regionally on CNN Headline News and Regional News Networks in many of the top 100 markets nationwide through regional cable operators based on viewer demographics, interests and the distribution checklist. The Economic Report has no direct affiliation with the networks on which they air. This will also be streamed on YouTube™

broadcast network for 12 months and uplinked to Pathfire Digital Media™ enabling 700 newsrooms and 1,300 broadcast facilities to utilize as a video news release.

In exchange, the City would be obligated to fund the \$19,700 scheduling fee. La Vista will be provided with a copy of the segment to which La vista would own complete licensing rights and may use as we wish.

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA AUTHORIZING THE MAYOR TO EXECUTE A PARTICIPATION AGREEMENT WITH THE ECONOMIC REPORT (PRODUCTION COMPANY) TO PRODUCE A MARKETING FEATURE SEGMENT ON THE CITY OF LA VISTA.

WHEREAS, the Mayor and City Council wish to encourage business retention, expansion, attraction and entrepreneurship in La Vista; and

WHEREAS, the projected loss of Wal Mart from the 84th Street corridor has emphasized the need for the City to provide professional community information to prospective developers and retailers; and

WHEREAS the Mayor and City Council recognize the importance of allocating resources to market the comparative advantages of La Vista; and

WHEREAS, specialized marketing services are required to develop a marketing feature to promote economic development and sell prospects on La Vista; and

WHEREAS, the proposed FY 2007/08 Lottery fund contains funding for economic development related marketing; and

WHEREAS, the City will own the complete licensing rights to a marketing feature segment produced by The Economic Report and aired both nationally and regionally for an amount not to exceed \$19,700.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of La Vista, Nebraska, that the Mayor is hereby authorized to execute a participation agreement with the Economic Report (Production Company) to produce a marketing feature segment on the City of La Vista, satisfactory in form to the City Administrator.

PASSED AND APPROVED THIS _____ DAY OF _____, 2008.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Buethe, CMC
City Clerk