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Palmer City Council Meeting

Meeting Date: 01/09/2024
Submitted For: Brad Hanson, Community Development Director
Department: Community Development
Agenda Category: Consent Agenda
Legislation Number: AM 24-006 **Approved**

Subject

Authorizing the City Manager to Sign Amendment No. 3 for a Three-year Brand License Agreement with Matanuska Telecom Association for the MTA Events Center in the Amount of \$20,000

Summary Statement/Background

The Brand Licensing agreement is between the City of Palmer and Matanuska Telecom Association, Inc. (MTA) and was executed in 2022. This is the third year of a three-year agreement. The 2022 agreement increased the amount paid by MTA from \$15,000 to \$20,000 annually. Additionally, it limited MTA's exclusive use of the arena from four events at two days per event to four days annually. The agreement also specifies MTA's responsibility to maintain their branding at MTA Events Center. This agreement, other than the items identified, is the same agreement signed in 2018.

The City and MTA entered into a Brand License Agreement in January 2011 to identify the Event Center as The MTA Events Center. The initial term was five years. MTA agreed to pay the City \$60,000 per year for the naming rights to the facility and exclusive rights as the only telecommunications company advertising in the facility. In January 2012, the City and MTA agreed to an amendment to the Branding Agreement, extending the agreement one year (2016), paying the city \$10,000. The 2017 amendment increased the Brand License Agreement to the current amount of \$15,000.

On March 27, 2018, the City and MTA entered a three-year term with the option, with mutual consent, to extend for three one-year terms for \$15,000 per year.

Approving this Action Memorandum will allow the City Manager to sign Amendment No. 3 to the MTA Events Center Brand Licensing Agreement with MTA which expires December 31, 2024.

Administration's Recommendation:

Approve Action Memorandum No. 24-006.

Fiscal Impact

Total Amount of funds listed in this legislation: \$20,000
Legislation creates revenue in the amount of: \$20,000
Budgeted Y/N?: Y
Line Item(s): 01-00-00-3005 Advertising

Attachments

MTA Events Center Branding Agreement
MTA Events Center Amendment 3