

AN ORDINANCE REQUESTING PERMISSION TO SET PRICES FOR BANNERS FOR ADVERTISEMENT TO BE DISPLAYED AT MEMORIAL FIELD

WHEREAS, by letter dated July 3, 2023, the Commissioner of the Department of Recreation has requested legislation that would authorize the request to set prices for Banners to be displayed at Memorial Field. The information is as follows:

- The cost for a 3'4' Banner to be hung in the stadium on the fencing around the field at field level for a 6-month period is \$1,500.00. From start of contract. There are 99 panels available.
The cost for a 3'4' Banner to be hung in the stadium on the fencing around the field at field level for one (1) year is \$2,500.00. From start of contract. There are 99 panels available.
The cost for a 3'4' Banner to be hung in the stadium on the fencing on the North Side Wall (far endzone) six (6) months is \$2,500.00. From start of contract.
The cost for a 3'6' Banner to be hung in the stadium for one (1) year is \$4,000.00. From start of contract. We have 4 panels available.
The cost for advertising on the inside Video Scoreboard only during Community Walk / Jog Times (20 x 10 seconds) - ten (10) from 6:00 a.m. to 10:00 a.m. and ten (10) from a 5:00 p.m. to 8:00 p.m. is \$500.00 per month.
The cost for advertising on Galaxy Board (Street Billboard) (20 x 10 seconds per day) is \$1,000.00 per month.

*Advertisers must provide approved Banners.
*Banners may be removed or covered during privately sponsored events.

NOW, THEREFORE,

The City of Mount Vernon, in City Council convened, does hereby ordain and enact:

Section 1. The Department of Recreation is hereby authorized to legislate the request to set prices for Banners to be displayed at Memorial Field Banner as shown above.

Section 2. The funds will be deposited into Revenue Code A2001.21 (Memorial Field Revenue). These funds will aid in reaching our projected budget goal of \$850,00.00 for Memorial Field.

Section 3. This ordinance shall take effect upon its approval by the Board of Estimate & Contract.

Jerrick Thompson
Councilperson

APPROVED AS TO FORM
Assistant Corporation Counsel

THIS ORDINANCE
ADOPTED BY CITY COUNCIL
President

ATTEST:
City Clerk

APPROVED
JUL 13 2023
Date
Mayor

APPROVED
Dept.

Vote Taken As Follows: 7/12/2023
Copeland: Yea Gleason: Yea
Potrat: Yea Thompson: Yea
Browne: Yea Ordinance Adopted