



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Carlos P. Baía, Deputy City Manager for Development

DATE: January 3, 2019

SUBJECT: Amendment of License Agreement with The 1883 Black Ice Pond Hockey Association

Recommendation

Accept this report recommending approval of an amendment to the City's license agreement with The 1883 Black Ice Pond Hockey Association.

Background

In 2015, City Council approved a license agreement with The 1883 Black Ice Pond Hockey Association to allow for the placement of small flags promoting the Black Ice Pond Hockey Tournament on the City's Main Street light poles. The Downtown Services Team places the flags on the poles annually at no cost to the event.

Discussion

This year, the organizers of the tournament have requested that—in addition to the flags—the City hang 20 promotional banners on 10 select light poles. The organizers are seeking a waiver to the City's lamp post banner fee (\$25 per pole per event). The banner program allows the City to enter into exclusive agreements which could contemplate such a waiver. In light of the City's ongoing partnership with Black Ice for the funding of the White Park Skate House, Staff recommends that Council authorize an amendment to the City's existing license agreement to include banners.

In addition to the proposed amendment, minor "housekeeping" changes to the original license are suggested to clarify the document and make it more consistent with current City practices and policies.

The proposed Amended License Agreement is attached.