



Legislation Text

File #: 18-0778R, **Version:** 1

RESOLUTION AUTHORIZING AGREEMENT WITH CRISPIN PORTER & BOGUSKY LLC, AS AGENT FOR DOMINO'S PIZZA LLC, TO FUND STREET REPAIR IN THE AMOUNT OF \$5,000.

CITY PROPOSAL:

RESOLVED, that the proper city officials are hereby authorized to enter into an agreement, a copy of which is attached hereto as Exhibit A, with Crispin Porter & Bogusky LLC ("CPB"), as agent for Domino's Pizza LLC, pursuant to which, in exchange for the right to use patching of the city's streets in its advertising, CPB on behalf of Domino's Pizza will pay the city the amount of \$5,000, payable to city fund no. 110-500-1920-4654-02 (general, public works and utilities, other reimbursements/refunds).Text

STATEMENT OF PURPOSE: The purpose of this resolution is to authorize an agreement with Crispin Porter & Bogusky LLC ("CPB"), as agent for Domino's Pizza LLC, pursuant to which, in exchange for the right to use patching of the city's streets in its "Paving for Pizzas" advertising, CPB, on behalf of Domino's Pizza, will pay the city the amount of \$5,000.

On behalf of Domino's Pizza, CPB has created an advertising campaign pursuant to which it provides funds to cities to be used for filling potholes in exchange for the right to use the benefiting city in its advertising campaign including naming it as an "official partner" and committing to use Domino's-branded materials in visuals for its commercials. In exchange, CPB will provide the city the sum of \$5,000 to be used to fill potholes between now and July 1, 2019.