



## City Council Staff Report

NEW BUSINESS

DATE: October 17, 2012

SUBJECT: APPROVE THE INSTALLATION OF A NEW AMADO ROAD MARQUEE FOR THE PALM SPRINGS CONVENTION CENTER, LOCATED AT THE JACKIE LEE HOUSTON PLAZA, AND ALLOCATE \$63,700 FROM THE GENERAL FUND BALANCE FOR THE COST.

FROM: David H. Ready, Esq., Ph.D., City Manager

BY: James Canfield, SMG Palm Springs  
Thomas J. Wilson, Assistant City Manager

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### SUMMARY

The Convention Center proposes to complete the build-out of the Jackie Lee Houston Plaza with the addition of a new electronic marquee, marking the "front door" to the Convention Center, similar to the newly refurbished marquee on Avenida Caballeros. The new marquee will provide information on event activity at the Convention Center, welcome visitors, and provide an additional amenity to our "Palm Springs Promise" welcome program for convention groups.

### RECOMMENDATION:

- 1) Direct Convention Center Staff to execute an Agreement with National Sign & Marketing for an amount not-to-exceed \$63,700 for the purchase, construction and installation of the Amado Road Convention Center Marquee.
- 2) Adopt Resolution No. \_\_\_\_\_, "A RESOLUTION OF THE CITY COUNCIL, OF THE CITY OF PALM SPRINGS, CALIFORNIA, AMENDING THE BUDGET FOR FISCAL YEAR 2012-13 FOR THE NEW AMADO ROAD CONVENTION CENTER MARQUEE".
- 3) Authorize the City Manager to execute all appropriate documents for this transaction.

ITEM NO. 50

**STAFF ANALYSIS:**

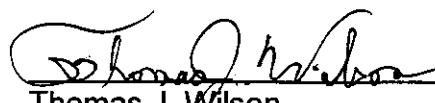
The original design for the Jackie Lee Houston Plaza included the incorporation of a marquee sign for the Convention Center to be located at the northern edge of the Plaza along Amado Road. Utility access and data conduit was installed during the construction of the Jackie Lee Houston Plaza to accommodate the future addition of a marquee.

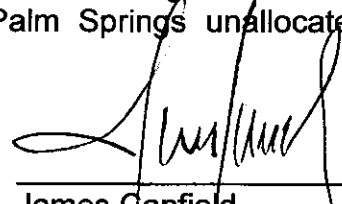
The Convention Center engaged Fentress Architects, the architect for the Convention Center addition, to develop a design for the marquee that would be appropriate for the Jackie Lee Houston Plaza and complement the design of the Convention Center's exterior.

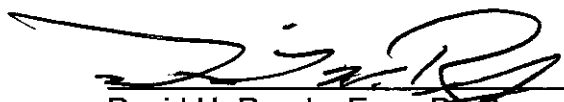
The Convention Center was able to budget, in its 2012/13 fiscal year, the refurbishment for the original Marquee on Avenida Caballeros. That refurbishment was recently completed by National Sign & Marketing, which also provided a discounted cost for a new Amado Road Marquee at the Jackie Lee Houston Plaza. The Convention Center FY 2012/13 budget does not provide for the cost of the Amado Road Marquee, but staff believes that the discounted price provided by National Sign & Marketing, presents a significant cost saving opportunity through which to provide the second Convention Center Marquee. The discounted price is available until October 20, 2012.

**FISCAL IMPACT:**

The cost of the Jackie Lee Houston Plaza Marquee is \$63,700. A budget resolution has been prepared and included with this report to budget for the new marquee sign at the Palm Springs Convention Center. Staff believes that the discounted price for the second Convention Center Marquee provides a significant cost savings and recommends its funding from the City of Palm Springs unallocated General Fund Balance.

  
\_\_\_\_\_  
Thomas J. Wilson,  
Assistant City Manager

  
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James Ganfield  
SMG Palm Springs  
Convention Center & Bureau of Tourism

  
\_\_\_\_\_  
David H. Ready, Esq., Ph.D.  
City Manager

Attachment: Proposed Budget Resolution

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
PALM SPRINGS, CALIFORNIA, AMENDING THE BUDGET  
FOR FISCAL YEAR 2012-13.

WHEREAS, Resolution No. 23146 approving the Budget for the Fiscal Year 2012-2013 was adopted on June 6, 2012; and

WHEREAS the City Manager has recommended, and the City Council desires to approve, certain amendments to said budget;

NOW THEREFORE THE CITY COUNCIL DETERMINES, RESOLVES AND APPROVES AS FOLLOWS:

SECTION 1. The Director of Finance is authorized to record interfund cash transfers as required in accordance with this Resolution, and Resolution No. 23146, adopting the Budget for Fiscal Year 2012-13 is hereby amended as follows:

SOURCE:

Fund	Activity	Account	Amount
001 General Fund		29301 Fund Balance	\$63,700

ADDITION:

Fund	Activity	Account	Amount
001 General Fund	2180 Convention Center	43200 Contractual Services	\$63,700

PURPOSE: New Amado Road Marquee for the Palm Springs Convention Center.

ADOPTED THIS 17TH DAY OF OCTOBER, 2012.

\_\_\_\_\_  
David H. Ready, City Manager

ATTEST:

\_\_\_\_\_  
James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE ) ss.  
CITY OF PALM SPRINGS )

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. \_\_\_\_\_ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on \_\_\_\_\_, by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

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James Thompson, City Clerk  
City of Palm Springs, California