



CITY COUNCIL STAFF REPORT

DATE: December 5, 2012 Consent Calendar

SUBJECT: AGREEMENT FOR MARKETING SERVICES WITH DESERT PUBLICATIONS/PALM SPRINGS LIFE MAGAZINE FOR A YEAR-LONG PROMOTION OF THE CITY'S 75TH ANNIVERSARY BEGINNING IN JANUARY 2013.

FROM: David H. Ready, City Manager

BY: Amy Blaisdell, Director of Communications

SUMMARY

The City Council will consider the approval of a contract with Desert Publications/Palm Springs Life Magazine in the amount of \$100,000, funded by community donations, to provide marketing and online services for the 75th anniversary celebration throughout 2013.

RECOMMENDATION:

- 1) Approve an agreement with Palm Springs Life Magazine for the marketing of the 75th anniversary of the City of Palm Springs.
- 2) Authorize the City Manager to execute all the necessary documents upon review and approval of the City Attorney.

BACKGROUND & ANALYSIS:

The official 75th anniversary of the City of Palm Springs is Saturday, April 20, 2013. The City Council has formed a 75th Anniversary Subcommittee comprised of Mayor Steve Pougnet and Councilmember Paul Lewin, who are meeting with community stakeholders.

The Subcommittee's charge is to develop a free, community birthday celebration and fireworks spectacular to be held at O'Donnell Golf Club on Saturday, April 20, 2013 and special tie-in events

In order to promote the birthday celebration and a year's worth of unique tie-in events, Palm Springs Life is proposing a marketing and promotion agreement beginning in January, 2013 that would prominently feature the history of Palm Springs each month in its publications promoting the City's past and present accomplishments in conjunction with photographs depicting the glamorous history of Palm Springs from the magazine's extensive archive collection. In addition, Palm Springs Life will provide online marketing, calendar sections and social media promoting the 75th anniversary to their unique subscriber base and community of readers.

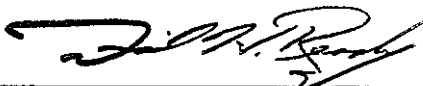
Staff recommends the City Council approve the marketing agreement with Palm Springs Life. This special opportunity, at no cost to the city, will comprehensively promote the world famous Palm Springs destination during the year of our 75th anniversary in one of Southern California's most prestigious and widely read publications.

FISCAL IMPACT:

A \$50,000 community donation has been pledged and received to City account number 160-4523-45667. An additional \$50,000 donation has been pledged and is forthcoming.



Amy Blaisdell, Director of Communications



David H. Ready, City Manager

Attachments:
Scope of Work
Marketing Agreement

SCOPE OF WORK

TO BE PROVIDED

AGREEMENT BETWEEN
THE CITY OF PALM SPRINGS
AND
PALM SPRINGS LIFE MAGAZINE

TO BE PROVIDED