



CITY OF PLANO COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY					
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory					
Council Meeting Date:		08/22/2016			
Department:		City Manager			
Department Head		P. Braster - Special Projects			
Agenda Coordinator (include phone #): M. Martinez - 7122					
CAPTION					
A Resolution of the City of Plano, Texas, approving the terms and conditions of a Sponsorship Agreement by and between the City of Plano and Urban Land Institute, a 501(c)(3) nonprofit research and education organization, for sponsorship of the 2016 Urban Land Institute Fall Meeting at the Icon Level; authorizing its execution by the City Manager or his authorized designee; and providing an effective date.					
FINANCIAL SUMMARY					
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP					
FISCAL YEAR:	2015-16	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget	0	150,000	0	0	150,000
Encumbered/Expended Amount	0	0	0	0	0
This Item	0	-150,000	0	0	-150,000
BALANCE	0	0	0	0	0
FUND(s): ECONOMIC DEVELOPMENT INCENTIVE FUND					
COMMENTS: Funding for this item is available in the Economic Development Incentive Fund. Sponsorship for the Urban Land Institute Fall Meeting 2016, in the amount of \$150,000, will utilize the full amount of funding available for this purpose. STRATEGIC PLAN GOAL: Sponsoring professional development conferences to promote the City of Plano to a wide range of businesses and real estate professionals relates to the City's Goals of Strong Local Economy and Partnering for Community Benefit.					
SUMMARY OF ITEM					
This sponsorship agreement, at the \$150,000 Icon level, provides Plano with the opportunity to receive high visibility recognition and attention during the Urban Land Institute (ULI) Fall Meeting and for all of 2017. This sponsorship will provide Plano a platform to showcase the City, more specifically Legacy West and Downtown Plano. ULI works locally and globally to advance the understanding and practice of sound real estate development and land use. ULI is considered the premier professional real estate development organization with some 38,000 members around the globe. Nearly 20% of ULI's members are expected to attend this year's Fall Meeting in Dallas.					
List of Supporting Documents:			Other Departments, Boards, Commissions or Agencies		
Resolution					

A Resolution of the City of Plano, Texas, approving the terms and conditions of a Sponsorship Agreement by and between the City of Plano and Urban Land Institute, a 501(c)(3) nonprofit research and education organization, for sponsorship of the 2016 Urban Land Institute Fall Meeting at the Icon Level; authorizing its execution by the City Manager or his authorized designee; and providing an effective date.

WHEREAS, the City Council has been presented with a proposed Sponsorship Agreement, a copy of which is attached hereto as Exhibit “A” and incorporated herein by reference (hereinafter call “Agreement”); and

WHEREAS, being the Icon Sponsor during the Urban Land Institute (ULI) Fall Meeting provides Plano with the opportunity to receive high-visibility recognition and attention for all of 2017; and

WHEREAS, ULI is considered to be the premier professional real-estate-development organization and nearly 20% of its 38,000 members from around the globe will be visiting North Texas to attend this year’s Fall Meeting in Dallas; and

WHEREAS, ULI works locally and globally to advance the understanding and practice of sound real-estate development and land use; and

WHEREAS, upon full review and consideration of the Agreement, and all matters attendant and related thereto, the City Council is of the opinion that the terms and conditions thereof should be approved, and that the City Manager or his authorized designee shall be authorized to execute it on behalf of the City of Plano.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS:

Section I. The terms and conditions of the Agreement, having been reviewed by the City Council of the City of Plano and found to be acceptable and in the best interests of the City of Plano and its citizens, are hereby in all things approved.

Section II. The City Manager or his authorized designee is hereby authorized to execute the Agreement and all other documents in connection therewith on behalf of the City of Plano, substantially according to the terms and conditions set forth in the Agreement.

Section III. This Resolution shall become effective immediately upon its passage.

DULY PASSED AND APPROVED this the 22nd day of August, 2016.

Harry LaRosiliere, MAYOR

ATTEST:

Lisa C. Henderson, CITY SECRETARY

APPROVED AS TO FORM:

Paige Mims, CITY ATTORNEY



ULI Sponsorship Agreement ULI Fall Meeting Dallas October 24-27, 2016

Please sign and return to Carla Clements at carla.clements@uli.org or Fax to: 866-913-5370. An invoice will be sent to you upon receiving the signed contract.

Company Name (as you wish it to appear in printed materials)

Contact 1: Main point of Contact/Senior Leadership Name Title

Address City, State, Zip

Phone Email Website

Contact 2: Marketing Contact for details on logos, registration, logistics, etc.

Phone Email

2016 ULI Fall Meeting Dallas

Sponsor Benefits:

- Company logo recognition as an **ICON Level Sponsor** in pre, post and onsite marketing materials, including the Fall Meeting website, www.fall.uli.org. City of Plano will be the sole municipality at the Icon level (highest level).
- Logo prominently displayed in meeting loop played at the General Sessions and on meeting signage throughout the convention center.
- Co-branded Fall Meeting 2016 Padfolios - Company logo, along with the ULI logo, will be imprinted on the padfolios. ULI is responsible for all costs. Padfolios will be distributed at registration.
- Mayor Harry LaRosiliere will have the opportunity to introduce the former President George W. Bush during the General Session taking place on Thursday, October 27 at 4:00pm. This session cannot be filmed nor recorded.
- ULI Central (50 x 50 exhibit space) will be branded, "ULI Central brought to you by the City of Plano {logo}" on signage above the exhibit area.
- Lounge Area – Opportunity to brand one of the existing lounge areas with City of Plano collateral materials. Details on furnishings and display options TBD (coffee service, signage, etc).
- Opportunity to present in the ULI Fall Meeting Developer Showcase.
- Opportunity to participate in a variety of tours/mobile workshops, including, but not limited to, the ULI Full Member tour on Monday, October 24, 3-5 pm.
- Opportunity to invite members to tour the Plano region via self-guided tours. ULI will assist in messaging these opportunities to members through our web site and mobile app.

Registrations, Invitations and Memberships

- 12-14 complimentary meeting registrations
- 2 media passes
- 6-10 invitations to the Kickoff Reception on Monday night of Fall Meeting
- 6 invitations to the ULI Leadership Dinner on Wednesday night of Fall Meeting
- 4 one-on-one photo opportunities with President George W. Bush
- 4 ULI Associate Memberships for one year

Media Benefits

- Yearlong print ad run *Urban Land* magazine (6 issues/year), including a two-page spread in the Fall Meeting issue given to all attendees
- Yearlong ad run on *Urban Land* magazine online, urbanland.uli.org
- Inclusion as Icon Sponsor in national and local press announcements
- Urban Land magazine online –opportunity to contribute to editorial for the magazine
- Logo prominently displayed in partner media publications including Dallas Business Journal advertisement and Wall Street Journal advertisement. As well, Urban Land magazine ad thanking sponsors.
- Four sponsored posts on ULI's official social-media platforms – Facebook, LinkedIn, Twitter – that will include a link to website of your choosing

North Texas Benefits as a Visionary Sponsor from July 1, 2016 to June 30, 2017:

- North Texas Advisory Board Seat
- Participation on Local Product Council of choice – 2 seats
- Tickets to ULI Breakfast Forums – 3 per event
- Tickets to Signature Events (What's Next; Emerging Trends) – 3 per event
- Logo Recognition on website, in Newsletter and Forum marketing
- Sponsor Recognition Event Invitations – 5 invitations

Commitment: \$150,000 (\$4,400 already paid) = \$145,600

Signature _____ Date _____

Payment Information: Check to follow Credit Card

ULI, the Urban Land Institute, is a 501(c) (3) nonprofit research and education organization supported by its members. The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.