



**Date:** January 30, 2012  
**To:** Bruce D. Glasscock, City Manager  
**From:** Dana Conklin, Director of Public Information  
**Through:** Mark Israelson, Director of Policy and Government Relations  
**Subject: Plano Partners Agreement with Texas Health Presbyterian of Plano**

The first Plano Partners agreement has been completed and we are pleased that our first Partner will be Texas Health Presbyterian of Plano (THP). As the first result of the 2010 Management Preparation Program project recommendation, this agreement was generated through CSL Marketing Group after they were contacted by Texas Health Presbyterian in the summer of 2011. Completion of this agreement has involved several departments and the City's bond counsel. Their participation has been accommodating and appreciated in reaching this milestone.

#### Term

- Five-years for \$1,000,000
- Five annual installments of \$200,000 each year to 2016
- Category exclusivity for health care provider businesses

#### Recognition

- websites and social media sites by both partners
- City will also recognize this and other partners through the Plano Television Network

#### Texas Health Presbyterian of Plano Opportunities

- Opportunity to provide periodic health screenings at four recreation centers
- At discretion/expense of THP with scheduling and insurance coverage required
- Collateral material may be made available at the recreation centers after approval by the City

#### The City of Plano Obligations

(sign examples are attached)

- Purchase, install and maintain signage recognizing all Plano Partners - 14 in publicly visible locations
  - five libraries
  - four recreation centers
  - four parks
  - Amphitheater at Oak Point Park.
- Indoor signs - four recreation centers (basketball/track areas)
- Logo decals on running tracks at the three centers
- Walking bridge signs - Muehlenbeck Center

### Facilities Under Agreement

- Should a facility be damaged or destroyed City shall make a good faith effort to provide comparable alternative.

### Corporate Name Change

- All costs associated shall be paid by THP

### Termination

- For any reason by either party requires 6 months' notice
- If THP cancels, then no refund of any monies already paid
- If City cancels, then no other health care providers as Partners until the date that would end the five year agreement passes

A worksheet is attached outlining the financial impact of this partnership that provides the City with net revenue over the five years of \$702,926. The worksheet includes the 20% annual commission to be paid to CSL Marketing per their contract for services.

I am available to answer any questions you may have.

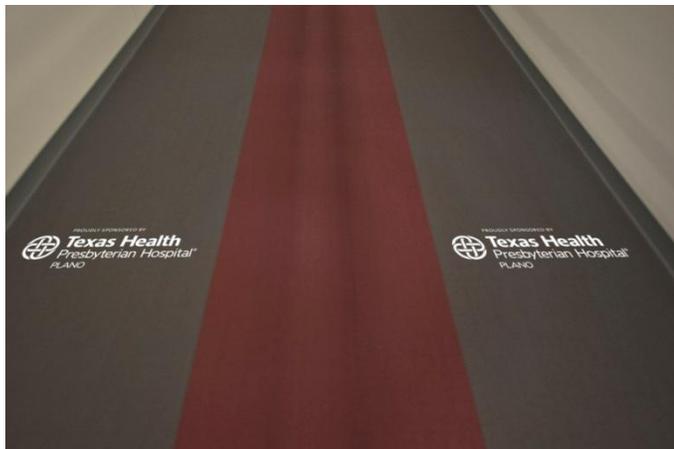
### Sign Examples



Ribbons



Indoor Signs



Track Decals



Walking Bridge Sign

**Plano Partners Program  
December 2011**

|                      |                                | <u>2012</u>       | <u>2013</u>       | <u>2014</u>       | <u>2015</u>       | <u>2016</u>       |                   |  |
|----------------------|--------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--|
| <b>City of Plano</b> |                                |                   |                   |                   |                   |                   |                   |  |
|                      |                                | <b>2012</b>       | <b>2013</b>       | <b>2014</b>       | <b>2015</b>       | <b>2016</b>       |                   |  |
| <u>Revenue</u>       |                                |                   |                   |                   |                   |                   |                   |  |
|                      | Texas Health Plano             | \$ 200,000        | \$ 200,000        | \$ 200,000        | \$ 200,000        | \$ 200,000        |                   |  |
|                      | <i>Total Rev</i>               | <i>\$ 200,000</i> |                   |  |
| <u>Expense</u>       |                                |                   |                   |                   |                   |                   |                   |  |
|                      | CSL Commission                 | \$ 40,000         | \$ 40,000         | \$ 40,000         | \$ 40,000         | \$ 40,000         |                   |  |
|                      | Ribbons *                   14 | \$ 76,299         |                   |                   |                   |                   |                   |  |
|                      | Track Decals               15  | \$ 5,532          |                   |                   |                   |                   |                   |  |
|                      | Interior Signs               6 | \$ 7,605          |                   |                   |                   |                   |                   |  |
|                      | TMC Bridge Signs         4     | \$ 7,638          |                   |                   |                   |                   |                   |  |
|                      | <i>Total Exp</i>               | <i>\$ 137,074</i> | <i>\$ 40,000</i>  | <i>\$ 40,000</i>  | <i>\$ 40,000</i>  | <i>\$ 40,000</i>  |                   |  |
|                      | <b>Net</b>                     | <b>\$ 62,926</b>  | <b>\$ 160,000</b> | <b>\$ 160,000</b> | <b>\$ 160,000</b> | <b>\$ 160,000</b> | <b>\$ 702,926</b> |  |

\* This cost includes the purchase and installation of all 14 signs. Future Partner revenue will pay for each name to be added