

ORDINANCE NO. 2014 - 42

AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH REACH EVENT MARKETING TO SUPPORT THE AVP VOLLEYBALL TOUR PROMOTING ECONOMIC DEVELOPMENT AND MASON TOURISM ACTIVITIES IN THE AMOUNT OF \$35,000 FOR YEAR 2014, \$45,000 FOR YEAR 2015 AND \$55,000 FOR YEAR 2016

WHEREAS, the AVP Pro Beach Volleyball Tour began as a grassroots movement in 1983, and over thirty years has transformed into a global phenomenon debuting as an Olympic sport in 1996; and

WHEREAS, the Tour features the top American men and women competitors in the sport including Gold, Silver and Bronze Olympic medal winners. Players that have appeared in Mason include Olympic gold medalist Todd Rogers and Phil Dalhausser, three-time Olympic gold medalist Kerri Walsh Jennings, Olympic silver medalists Jen Kessy and April Ross, and Olympians Nicole Branagh, Jake Gibb and Sean Rosenthal; and

WHEREAS, Reach Event Marketing will host the Pro Beach Volleyball athletic games at the Lindner Family Tennis Center in Mason, Ohio and is committed to the strong potential for an extended commitment to retain the event in Mason; and

WHEREAS, the event contributes to a young, progressive quality of life in the City and can help position Mason with business and residential strategic initiatives such as attracting wellness activities and branding and talent attraction for company's workforce recruitment; and

WHEREAS, the contract includes the retainment of professional marketing and promotional services that will provide for the development of events and activities to further enhance programming, corporate wellness opportunities and memberships to City facilities driven by the workforce development and the creation of public private partnerships; and

WHEREAS, the continued retention, viability and success of the AVP Tour in the City of Mason is of great interest to the City of Mason as it brings with it high profile attention to the variety of prestigious athletic tourism venues in Mason, supports the goal of expanding the use of the Lindner Family Tennis Center with quality events, is family oriented, and expands the strong tourism offerings within the City.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Mason, Ohio, seven members elected thereto concurring:

Section 1. That the City Manager is hereby authorized to enter into an Agreement with Reach Event Marketing, that reflects items attached as Exhibit A to this ordinance.

Section 2. That the Finance Director is hereby authorized to pay Reach Event Marketing the payments set forth in the Agreement, as Reach Event Marketing, Inc. completes its obligations under the Agreement.

Section 3. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed this 9th day of June, 2014.

Mayor

Attest:

Clerk of Council