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AGENDA ITEM

To: Pam Conner

From: Jeff Crowder

Date: 12/30/20

Subject: Sponsorship extension for Hardy Family Automotive Group

Purpose: To present to the city council a request to extend the current sponsorship for Hardy Family Automotive Group

Background: In February 2020, the city entered into an agreement with Hardy Family Automotive Group for a 3 year sponsorship ending February 1, 2023 for the naming rights of the amphitheater in Thurman Springs Park.

Due to the impacts of COVID19, the city was unable to have any events in Thurman Springs Park thus reducing the exposure of the Hardy Family Automotive Group to park patrons. Hardy Family Automotive Group has contacted the city to request consideration to extend the length of the sponsorship because of COVID19.

Funding: The city has received a \$14,250 payment in 2020 and is scheduled to receive two additional payments of \$7,125 over the next two years per the agreement.

Recommendation: That the city council considers extending the sponsorship between the city and Hardy Family Automotive Group until 12/31/2023 to allow for three years of programming/events to ensure adequate exposure of Hardy Family Automotive Group as the sponsor of the Amphitheater in Thurman Springs Park to residents/visitors that come to the park as well as name recognition on advertisements for such events.