



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Authorize City Manager to Execute a Contract Transferring Responsibility for the Viacom Outdoor lease agreement from the City of Lodi to the Lodi-Woodbridge Winegrape Commission

MEETING DATE: May 2, 2005

PREPARED BY: Management Analyst

RECOMMENDED ACTION: That the City Council authorize the City Manager to execute a contract transferring responsibility for the Viacom Outdoor (highway billboards) lease agreement from the City of Lodi to the Lodi-Woodbridge Winegrape Commission.

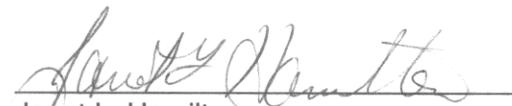
BACKGROUND INFORMATION: For over 30 years, the City has leased billboard space on Highway 99 for the purpose of welcoming guests and inviting them to visit our community. Due to the current fiscal challenges, the City Manager has offered to the Downtown Lodi Business Partnership, the Lodi District Chamber of Commerce, the Lodi Conference and Visitors Bureau, and the Lodi-Woodbridge Winegrape Commission, the opportunity to assume responsibility for the lease of these billboards.

The Lodi-Woodbridge Winegrape Commission has provided the artwork and copy for the billboards for several years and has agreed to take over the current lease. We have asked for confirmation from Viacom that the City of Lodi's lease would be assigned to Lodi-Woodbridge Winegrape Commission. It is in Lodi's best interest to ensure that our joint efforts to promote tourism continue.

We request that responsibility for the lease on billboards at locations 004540, 007077, and 040410 be transferred from the City of Lodi to the Lodi-Woodbridge Winegrape Commission. The sign at location 004540 on Highway 12 east of Lodi leases for \$190 per month. This cost, however, is reimbursed in full by the Lodi-Woodbridge Winegrape Commission. The signs at the other two locations on Highway 99 lease for \$1285 monthly each. The transfer would save the City's General Fund over \$30,000.

Copies of the 2003 lease agreement are attached for your reference.

FISCAL IMPACT: Savings of \$30,840


Janet L. Hamilton
Management Analyst

Attachments

cc: Mark Chandler, Lodi Woodbridge Winegrape Commission
Josh Abdon, Viacom Outdoor

APPROVED: 
Blair King, City Manager

NEW
RENEW X

VIACOM OUTDOOR BULLETIN AGREEMENT

FILE COPY

Contract # _____

BA-0109

CITY OF LODI

"ADVERTISER" hereby contracts with

VIACOM OUTDOOR (VIACOM) for the installation & maintenance (Service) of the outdoor advertising display as described

below upon the terms and conditions set forth in this contract for a period of
billing months, commencing approximately on the estimated start date* of

THIRTY-SIX (36)

JULY 15, 2003 Continuation of Service

*Program will be posted within 5 working day of specified approximate start date but will continue for entire length of contract period.

MARKET	LOCATION(S)	# UNITS	D.E.C.	COPY SIZE	GROSS COST PER MONTH
SACRAMENTO (LODI)	#004540 N/S HWY 12, 2.9 MILES E/O LODI CITY LIMITS FACING EAST (NOT ILLUMINATED)	1		12'X24'	1ST YR \$183 2ND YR \$187 3RD YR \$190

ADVERTISER CITY OF LODI

TOTAL GROSS AMOUNT: \$ 6,720.00

Extension fabrication \$25 (IF APPLIES)
ONE-TIME CHARGE PER SQUARE FOOT

TOTAL NET AMOUNT: \$ 6,720.00

NET AMOUNT PER MONTH: SEE ABOVE

Special Instructions SPACE ONLY.

Advertiser/Agency supplied Production is required to be delivered to VIACOM five working days prior to the estimated start date. Failure to deliver Production within five working days prior to estimated start date will result in a delay of up to fifteen working days from receipt of Production for installation or \$650 per location for expedited installation within five working days of receipt of Production. If Production reaches VIACOM after the contracted start date, VIACOM shall be entitled to payment for the full contracted period, even if partial or no display results. One rotation per two month cycle. VIACOM will provide up to three photos of creative execution. Failure to provide such photos shall not impair VIACOM's rights hereunder.

IN THE EVENT OF DEFAULT IN THE PAYMENT OF AMOUNTS DUE HEREUNDER, VIACOM MAY DECLARE THE FULL CONTRACT BALANCE IMMEDIATELY DUE AND PAYABLE. THIS CONTRACT IS SUBJECT TO THE APPROVAL OF VIACOM OUTDOOR'S GENERAL MANAGER AND THE OWNER OF THE LOCATION WHERE APPLICABLE.

THIS CONTRACT IS SUBJECT TO THE TERMS CONTAINED ON THIS PAGE AND THE ADDITIONAL TERMS AND CONDITIONS ON PAGE TWO HEREOF INCORPORATED HEREIN BY THIS REFERENCE. FACSIMILE SIGNATURES SHALL HAVE THE SAME FORCE AND EFFECT AS ORIGINAL SIGNATURES. AGENCY AND THE PERSON SIGNING ON BEHALF OF AGENCY REPRESENT AND WARRANT THAT THEY ARE AUTHORIZED TO EXECUTE THE SAME ON BEHALF OF THE ADVERTISER AND THAT AGENCY FULLY APPROVES SAME. ADVERTISER/AGENCY ACKNOWLEDGES RECEIPT AND REVIEW OF THIS PAGE AND PAGE TWO HEREOF (BULLETIN AGREEMENT - ADDITIONAL TERMS AND CONDITIONS - BA-0109, WHICH IS AVAILABLE FROM ANY VIACOM OUTDOOR OFFICE OR REPRESENTATIVE IF LOST OR NOT RECEIVED BY ADVERTISER/AGENCY). THIS CONTRACT IS NON-CANCELABLE BY ADVERTISER/AGENCY.

VIACOM Sales A.E. JOSH ABDON

Name CITY OF LODI

VIACOM Service A.E. _____

By X [Signature]

Approved by [Signature]
GENERAL MANAGER

CITY MANAGER

Date 3/27/03

Date March 17, 2003

Shipping Address 722 North Carlton
Stockton, CA 95203

Address 221 W. PINE STREET
LODI, CA 95240

Mailing Address 2050 West Fremont Street
Stockton, CA 95203

Phone/Fax 209-333-6801/209-333-6807

Advertiser CITY OF LODI

By X [Signature]
Susan J. Blackston, City Clerk

Address SAME AS ABOVE

09 466-5021 Fax 466-6013

Approved as to form [Signature]
City Attorney

EW X

VIACOM

O U T D O O R

BULLETIN AGREEMENT

FILE COPY

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THIRTY-SIX (36)

billing months, commencing approximately on the estimated start date* of

APRIL 1, 2003

*Program will be posted within 5 working day of specified approximate start date but will continue for entire length of contract period.

MARKET	LOCATION(S)	# UNITS	D.E.C.	COPY SIZE	GROSS COST PER MONTH
SACRAMENTO (LODI)	#007077 W/S 99, 50' N/O PELTIER RD. FACING NORTH (ILLUMINATED)	1	31.2	12X40	1ST YR \$1,235 2ND YR \$1,265 3RD YR \$1,285

ADVERTISER

CITY OF LODI

TOTAL GROSS AMOUNT: \$ 45,420.00

Extension fabrication

\$25 (IF APPLIES)

TOTAL NET AMOUNT: \$ 45,420.00

ONE-TIME CHARGE PER SQUARE FOOT

NET AMOUNT PER MONTH: SEE ABOVE

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VIACOM Sales A.E. JOSH ABDON

Name CITY OF LODI

VIACOM Service A.E. _____

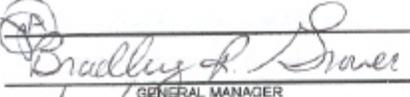
By

X

"ADVERTISER"

(H. DIXON FLYNN/CYNTHIA HAYNES)

Approved by



CITY MANAGER

(TITLE)

Date

3/27/03

Date

March 17, 2003

Address

221 W. PINE STREET
LODI, CA 95240

Shipping Address

722 North Carlton

Phone/Fax

209-333-6801/209-333-6807

Stockton, CA 95203

Advertiser

CITY OF LODI

Mailing Address

2050 West Fremont Street

By

X

Attest:

Susan J. Blackston, City Clerk

09 466-5021 Fax 466-6013

Stockton, CA 95203

Address

SAME AS ABOVE

Approved as to form



Attorney

VIACOM OUTDOOR BULLETIN AGREEMENT

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MARKET	LOCATION(S)	# UNITS	D.E.C.	COPY SIZE	GROSS COST PER MONTH
SACRAMENTO (LODI)	#040410 ES HWY 99, .5 MILE S/O ARMSTRONG RD., LODI FACING SOUTH (ILLUMINATED)	1	42.1	12X40	1ST YR \$1,235 2ND YR \$1,265 3RD YR \$1,285

ADVERTISER CITY OF LODI

TOTAL GROSS AMOUNT: \$ 45,420.00

Extension fabrication \$25 (IF APPLIES)
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VIACOM Sales A.E. JOSH ABDON Name CITY OF LODI

CITY OF LODI

VIACOM Service A.E. _____ By X

[Signature]
(H. DIXON FLYNN/CYRILIA HAYNES)

Approved by [Signature]

CITY MANAGER

Date 3/27/03

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By X
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Susan J. Blackston, City Clerk

Address SAME AS ABOVE

Approved as to form [Signature]

Janet L. Hamilton

From: Mark Chandler [mark@lodiwine.com]
Sent: Monday, April 25, 2005 12:01 PM
To: Janet L. Hamilton
Subject: RE: Viacom.doc

Dear Janet -

Thank you for this correspondence. Please inform the City Manager and the City Council that the Lodi-Woodbridge Winegrape Commission is willing to pick up the lease on the billboards on Highway 99 and 12. We already have a contract with Viacom for a sign west of Lodi on Highway 12 and we can simply add these signs to it.

While this is a substantial additional burden on the resources of the winegrape commission (equal to about 10% of our marketing budget) we feel that it is vital to Lodi's tourism promotion efforts to maintain this type of presence on the major highways throughout our City. In addition we continue to subsidize expenses related to the Lodi Conference and Visitor Bureau, even though we are not obligated to since their reorganization. With this in mind, we hope that at some point in the future the City will be able to restore funding for the signs.

If you need anything further from me or have any questions please feel free to call.

Thank you,

Mark Chandler
Executive Director

-----Original Message-----

From: Janet L. Hamilton [mailto:jhamilton@lodi.gov]
Sent: Monday, April 25, 2005 10:59 AM
To: mark@lodiwine.com
Subject: Viacom.doc

Mark,

Attached it the Council Communication with the information. There are no contract numbers listed on the contracts. Thanks, Janet <<Viacom.doc>>