



City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601

Legislation Text

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Sponsorship of Gainesville Sun's Celebrate 2000 (B)

We have a unique opportunity to participate with AvMed Health Plan, Shands and the Gainesville Sun to celebrate the millenium. Celebrate 2000 is a community-wide celebration that includes yearlong promotions and events. This celebration will include news features and special editions in the Gainesville Sun, special events and community forums. We are especially pleased to participate with these companies since all have signed Business Partners Rate Discount agreements (rate discounts in exchange for a ten-year contract with GRU).

Participation in Celebrate 2000 is part of our overall efforts to better inform our customers and community about our new products and services, changes in our industry and our company, special programs, safety, energy and water conservation, and other topics.

The news features will touch on many topics including the quality of life in our area, historical facts and a look into the future. As a sponsor, we will have an opportunity to provide information for inclusion in these features. Some of the subject areas we hope to address include GRU history, what it means to be a community-owned utility and the future of electric deregulation and what it may mean to Gainesville. We will also have the opportunity to attend and participate in the special events. There are also a number of other promotional opportunities detailed in an attachment.

The City Commission authorize the General Manager, or his designee, to execute a contract with the Gainesville Sun for sponsorship of "Celebrate 2000" at a cost not to exceed \$60,000, subject to the approval of the City Attorney as to form and legality.

Funds for this contract are available in Corporate Communications advertising and system expenditure budgets during FY 1999 and FY 2000.

Prepared by Kathy E. Viehe, Communications Director

Submitted by Michael L. Kurtz, General