



Legislation Text

File #: 2788-2016, **Version:** 1

This ordinance authorizes the Director of the Department of Development to enter into a contract with the Greater Columbus Sports Commission, a not-for-profit entity, to provide operational support to the United States vs. Mexico FIFA World Cup Qualifier to be held at MAPFRE Stadium on November 11, 2016.

This World Cup Qualification match vs. Mexico takes place approximately every four (4) years, and MAPFRE Stadium and the City of Columbus have had the honor of hosting the event previously in 2001, 2005, 2009, and most recently in 2013.

The Greater Columbus Sports Commission and Experience Columbus anticipate that visitor spending will meet or exceed \$4.76 million. Additionally, the November 11th match will be televised in over 100 countries around the globe. In the United States alone, an estimated 7 million viewers will watch the match live (TV and streaming, in both English and Spanish). The packaged value of the global press coverage and global broadcast footprint is estimated to exceed \$35 million in media value for the City of Columbus and its identity as the “Spiritual home of US Soccer”.

Financial support provided by the City in the amount of \$50,000 will be used for marketing and promotional investments in local market signage (e.g. billboards, street pole banners, wall murals, airport advertising, etc.).

Fiscal Impact: Funding in the amount of \$50,000 is budgeted and available within General Fund.

Emergency action is requested in order to expedite the provision of operational support prior to the event, currently scheduled to take place on November 11, 2016.

To authorize the Director of the Department of Development to enter into contract with the Greater Columbus Sports Commission to provide operational support to the United States vs. Mexico FIFA World Cup Qualifier; to authorize the transfer of \$50,000.00 between departments within the General Fund; to authorize the expenditure of \$50,000.00 from the General Fund; and to declare an emergency. (\$50,000.00)

WHEREAS, the United States vs. Mexico FIFA World Cup Qualifier will be held at MAPFRE Stadium on November 11, 2016; and

WHEREAS, this event is anticipated to generate over \$4 million in visitor spending and over \$35 million in media value to the City of Columbus; and

WHEREAS, financial support provided to the Greater Columbus Sports Commission, a not-for-profit entity, by the City in the amount of \$50,000 will be used for marketing and promotional investments in local market signage (e.g. billboards, street pole banners, wall murals, airport advertising, etc.).

WHEREAS, an emergency exists in the usual daily operation of the Department of Development in that it is immediately necessary to authorize the Director to enter into contract and provide operational support to the Greater Columbus Sports

Commission at the earliest practical date for the preservation of the public health, safety and welfare; now, therefore,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Department of Development is hereby authorized and directed to enter into contract with the Greater Columbus Sports Commission to provide operational support to the United States vs. Mexico FIFA World Cup Qualifier to be held at MAPFRE Stadium on November 11, 2016.

SECTION 2. That the transfer of \$50,000.00, or so much thereof as may be needed, is hereby authorized between departments within the General Fund 1000, per the accounting codes in the attachment to this ordinance.

See Attached File: Ord 2788-2016 Legislation Template.xls

SECTION 3. That the expenditure of \$50,000.00 or so much thereof as may be needed pursuant to the action authorized in SECTION 1 is hereby authorized in the General Fund 1000, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

See Attached File: Ord 2788-2016 Legislation Template.xls

SECTION 4. That this contract is established in accordance with the provisions of City Code Chapter 329 relating to not-for-profit service contracts.

SECTION 5. That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

SECTION 6. That for the reason stated in the preamble here to, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.