

## RESOLUTION NO. 356

### AUTHORIZING AN AGREEMENT WITH CAPITAL NEWSPAPERS DIVISION OF THE HEARST CORPORATION REGARDING NAMING RIGHTS FOR THE CIVIC CENTER

Introduced: 11/13/06

By Civic Center Committee:

WHEREAS, The County Executive's Office and SMG, working in conjunction with the Albany County Purchasing Agent, developed and disseminated a Request for Proposal to allow interested organizations to compete for title sponsorship of the Civic Center, and

WHEREAS, The Capital Newspapers Division of the Hearst Corporation submitted a proposal to name the Civic Center the "Times Union Center", said proposal was evaluated by the Executive's Office and SMG and recommended as the best deal for the County, now, therefore be it

RESOLVED, By the Albany County Legislature that the County Executive is authorized to enter into an agreement with Capital Newspapers Division of the Hearst Corporation in an amount of \$3,503,917, payable in equal annual installments with a 2% annual increase each year for ten years commencing January 1, 2007 and ending December 31, 2016 regarding the naming of the Civic Center as the Times Union Center, and, be it further

RESOLVED, That said agreement will reflect the commitments made by Capital Newspapers Division of the Hearst Corporation in responding to the RFP, including, but not limited to incurring the cost of changing all signage and naming materials, weekly advertisement, twelve promotional events annually, design and development of the Times Union Center Website that will enable online ticket sales for events, hosting fees for the website, packaging newspaper ads with links and advertising on the arena's website and valuable marketing benefits in accordance with the proposal submitted, and, be it further

RESOLVED, That the County Attorney shall approve said agreement as to form and content, and, be it further

RESOLVED, That the Clerk of the County Legislature is directed to forward certified copies of this resolution to the appropriate County Officials.

*On roll call vote the following voted in favor: Messrs. Aidala, Aylward, Mss. Barlette, Benedict, Messrs. Beston, Carman, Clay, Clouse, Collins, Ms. Comella, Mr. Commisso, Ms. Connolly, Messrs. Cunningham, Dawson, Domalewicz, Ethier,*

*Feeney, Frederick, Gordon, Hoblock, Houghtaling, Infante, Joyce, Ms. Maffia-Tobler, Messrs. Mayo, Ms. McKnight, Messrs. Monjeau, Morse, Nichols, Ms. Prentiss, Messrs. Reilly, Riddick, Shafer, Steck, Tunny, Ward, Mss. Wiley and Willingham – 38.*

*Those opposed: - 0.*

*Resolution was adopted. 11/13/06*