



Request for City Council Committee Action from the Department of Communications

Date: June 22, 2009

To: Ways & Means/Budget Committee

Referral to:

Subject: Minneapolis Tap Water Awareness Sponsorship

Recommendation:

That the City Council authorize the proper City officials to further amend City Contract # C-26372 to increase the contract amount by \$5,000 to account for the donation made by Pentair Inc. to the City and credited to the Minneapolis tap water awareness; further passage of a resolution accepting the donation designated for Minneapolis tap water awareness purposes.

Previous Directives:

Department Information

Prepared by: Casper Hill, Communications Dept. 673-2342
Approved by:
Presenters in Committee:

Reviews

- Permanent Review Committee (PRC): Approval ___ Date _____
- Civil Rights Approval Approval ___ Date _____
- Policy Review Group (PRG): Approval ___ Date _____

Financial Impact

- No financial impact

Supporting Information

In June 2008, The City of Minneapolis Communications Department issued a Request for Proposals to secure an agency to market Minneapolis tap water. The goal of this marketing effort was to encourage people to choose tap water over bottled because it is better for the environment, it's economical and it's healthier. Also, by building an overall awareness of and confidence in Minneapolis tap water, this marketing effort seeks to support Public Works' effort to expand its whole-sale customer base.

LaBreche, LLC ("LeBreche") was the advertising and marketing agency chosen by the City to conduct the tap water awareness effort. This initiative would cost up to \$180,000. The

LaBreche proposal included the potential for securing sponsorships to leverage the City's investment in the awareness effort, which could include contributed funds, hours of service or other in-kind services.

The plan offers \$5,000 turnkey sponsorships, which would include having the logos of sponsoring organizations included on the tap water marketing Web site and on printed t-shirts. The plan also offers formative sponsorships that may include in-kind donations or visibility through other elements of the tap water marketing campaign.

Pentair Inc. has no contracts with the City of Minneapolis. The company is not registered as a lobbyist or a principal according to the Minnesota Campaign Finance and Public Disclosure Board website.

RESOLUTION 2009R-_____

By Ostrow

Accepting donations designated for Minneapolis Tap Water Awareness.

Resolved by The City Council of The City of Minneapolis:

That the proper City officers be authorized to accept the generous donation from Pentair Inc. in the amount of \$5,000 to be used in the campaign for the marketing and promotion of Minneapolis tap water.