



## Request for City Council Committee Action from the Department of Police

**Date:** 14 January 2011

**To:** Council Member Don Samuels, Chair - Public Safety and Health  
**Referral to:** Ways and Means

**Subject:** Use of MPD badge and logo on Jada Toys (squad car model)

**Recommendation:** N/A  
**Previous Directives:** N/A

### Department Information

Prepared by: Sgt. William Palmer Approved by: Assistant Chief Janeé Harteau Presenters in Committee: Sgt. William Palmer (673-2896)
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### Reviews

- Permanent Review Committee (PRC): Approval \_\_\_ Date \_\_\_\_\_
- Civil Rights Approval Approval \_\_\_ Date \_\_\_\_\_
- Policy Review Group (PRG): Approval \_\_\_ Date \_\_\_\_\_

Financial Impact *(delete all lines not applicable to your request)*

- **Other financial impact** – MPD to receive income from Jada Toy sales (exact areas, ie. Police Athletic League, etc. will be confirmed with MPD/City Finance).

### Community Impact

- Other – Provide the MPD with national exposure for future recruiting and promotion of the City of Minneapolis.

### Supporting Information

The Minneapolis Police Department was approached by Jada Toys, City of Industry, CA, requesting use of the MPD badge and logo for use on a scale model squad car (matchbook size) to be sold nationwide through outlets such as Walmart and Toys R Us. The model is part of their Hero Line. The Police Activities League and MPD would receive the profits for use of the badge and logo from toy sales.

Other agencies working with Jada include: Seattle PD, Texas DPS Highway Patrol, Oklahoma City PD, Washington DC Metro Police, Oakland, CA PD, LA County Sheriff, Honolulu PD, New York State Police, Baltimore PD, Miami PD, New Jersey State Police