



## Legislation Text

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**TO:** Mayor and City Commission

**FROM:** Samuel A. May, City Manager

**DATE:** January 30, 2019

**REQUEST TO USE CITY LOGO AND SPONSORSHIP OPPORTUNITY - BROWARD COUNTY WATERWAY CLEANUP.**

**BACKGROUND:** The Broward County Waterway Cleanup, organized by the Marine Industries Association of South Florida (MIASF), with support from the Florida Inland Navigation District, is to be held on Saturday, March 2, 2018, from 9 am - 1 pm. This is the 42<sup>nd</sup> year of the Waterway Cleanup. Event website information indicates that in 2018, over 1,200 volunteers, by land and by over 100 boats, worked at 31 locations across the county to remove over 32 tons of trash and debris from Broward County waterways, rivers and canals.

The City has received a request from the Marine Industries Association of South Florida to use the City's logo. Section 2-20 of the City Code (below) requires a direct affiliation or sponsorship relationship with the City in order to utilize the City logo.

**"Sec. 2-20. - Prohibition on use of city logo and slogan.**

No person or entity may use or display the city's logo or slogan except the city and businesses directly affiliated with the city, such as the community redevelopment agency and the Northwest Focal Point Center, as well as those entities having a sponsorship relationship with the city, such as city sponsored sports leagues. This section shall be effective and apply retroactively, and therefore, any person or entity currently using the city's logo or slogan must immediately cease such use."

The City has not received a direct request for financial sponsorship from MIASF, but was provided the attached sponsorship information from the Margate Waterfront Foundation, who advised that they are a sponsor and area coordinator for the event at the Margate Marina.

**RECOMMENDATION:** For discussion and possible action.

**FISCAL IMPACT:** To be determined.

**CONTACT PERSON:** Samuel A. May, City Manager