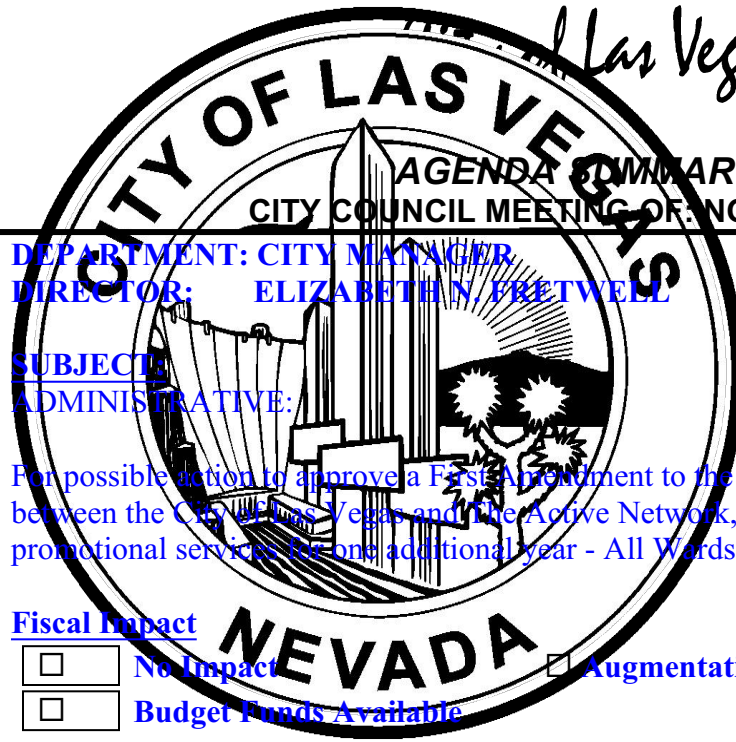




Agenda Item No.: 16.

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH N. FRETWELL

☒ **Consent** ☐ **Discussion**

SUBJECT:
ADMINISTRATIVE:

For possible action to approve a First Amendment to the Professional Services Agreement between the City of Las Vegas and The Active Network, Inc. extending marketing and promotional services for one additional year - All Wards

Fiscal Impact

☐

No Impact

☐

Augmentation Required

☐

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

On June 8, 2007, the City of Las Vegas entered into an agreement with The Active Network, Inc. to provide a municipal marketing plan and to develop corporate marketing packages and revenue generating programs for the City of Las Vegas. This amendment extends the Professional Services Agreement with The Active Network, Inc. for one additional year, to seek and secure revenue generating sponsorship programs for the City of Las Vegas with a benchmark of securing \$500,000 in revenue generating partners during the extended term.

RECOMMENDATION:

Approval

BACKUP DOCUMENTATION:

1. First Amendment to Professional Services Agreement
2. Disclosure of Ownership/Principals

Motion made by STAVROS S. ANTHONY to Approve the Consent Agenda except item(s) 29

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, STEVEN D. ROSS, BOB COFFIN; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)