



City of Grand Island

Tuesday, April 12, 2005

Council Session

Item G17

**#2005-105 - Approving Agreement and Coordination of Activities
for the GREAT Race**

Staff Contact: Paul Bresino

Council Agenda Memo

From: Paul M. Briseno, Assistant to the City Administrator

Meeting: April 12, 2005

Subject: Approving Agreement and Coordination of Activities for the Great Race

Item #'s: G-17

Presenter(s): Paul M. Briseno, Assistant to the City Administrator

Background

In 2000 Grand Island was a host city for the History Channel Great Race. The Great Race is the only event of its kind in the world, featuring up to 100 vintage vehicles that race across the United States back roads under controlled speeds. The Great Race has been a public free venue for the past 22 years bringing families across the nation together to enjoy vehicles of the 1920's -1960's. This year the Great Race will start in Washington D.C. and end in Tacoma, Washington with Grand Island as a proposed overnight destination.

It was estimated that the Great Race venue in 2000 created an economic impact of over \$200,000 with just the competitors, their crews and the Great Race staff. It was further estimated that the Great Race drew in a crowd of over 20,000 from all over central Nebraska and surrounding states.

Discussion

It has been requested that the City of Grand Island coordinate the 2005 Great Race overnight stop for Grand Island set for July 2nd, 2005. A Great Race Committee has been formed consisting of the City of Grand Island, Grand Island Area Economic Development Corporation, Grand Island/Hall County Convention and Visitors Bureau, Downtown/South Locust Business Improvement District, and local business. In the 2005-06 Council retreat, the Council set the help of Downtown programs as a goal. The Great Race will bring an economic impact from across central Nebraska as well as gain national advertising attention and create an event for our community's families. A formal contract has been requested by the Great Race to insure a well coordinated event.

Alternatives

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve the Agreement and Coordination of Activities for the Great Race
2. Refer the issue to a Committee
3. Postpone the issue to future date
4. Take no action on the issue

Recommendation

City Administration recommends that the Council give approval of the Agreement and Coordination of Activities for the Great Race.

Sample Motion

Approve the coordination and agreement with the Great Race.

**THE GREAT RACE 2005
OVERNIGHT CITY HOST AGREEMENT**



This agreement is between RALLY PARTNERS, INC., a Nevada Corporation (hereinafter "RPI GREAT RACE"), and CITY OF GRAND ISLAND, NEBRASKA (hereinafter "COG") in regard to "COG" sponsoring an Overnight promotion of The Great Race 2005 (hereinafter "TGR") and related festivities in Grand Island, Nebraska on July 02, 2005.

A. "RPI GREAT RACE" and "COG" Agree to the Following:

1. The name of the event is The Great Race 2005. The official start City is Washington D.C., and the official finish city is Tacoma, Washington. "COG" further agrees this wording and corresponding logos as provided and/or approved by "RPI GREAT RACE" will be used by "COG" in promoting and advertising the event. "RPI GREAT RACE" reserves the right to incorporate the name of a title sponsor into the event name. "COG" agrees to use the revised event name at the request of "RPI GREAT RACE".
2. Any duplication of the event logo and the name of the event must be approved by "RPI GREAT RACE" in writing prior to use.
3. This Agreement is not assignable by either of the parties hereto without the prior written consent of the other party.

B. "COG" AGREES TO:

1. Submit all media and promotional materials to "RPI GREAT RACE" pertaining to "TGR" for approval in writing prior to use.
2. Local event sponsorship and signage will not include alcohol, tobacco and/or sponsors which conflict with "TGR" sponsors. "COG" will secure approval in writing from "RPI GREAT RACE" for host event sponsorship and signage. Pouring rights which are not advertised or recognized as a sponsor are allowed and do not violate this provision.
3. Secure approval of local sponsors in writing by "RPI GREAT RACE" prior to their signing.
4. Event venue must be approved by "RPI GREAT RACE."
5. Pay "RPI GREAT RACE" a partnership fee of \$5,000 to compete in the Great American City Award. A Full Page Ad in our Program is included with this fee.
6. If a city decides to not compete in the Great American City Award, then a minimum fee of \$1500 will be paid to RPI for a Full Page 4-color Ad in our souvenir program.

7. Obtain written approval from "RPI GREAT RACE" for all planned festivities which relate to "TGR" and its participants. Said approval will not be withheld in an unreasonable or untimely manner.
8. Promote "TGR" as the major attraction of any and all scheduled festivities on July 02, 2005.
9. Provide the event venue, the equivalent of four city blocks on a secured, hard surface area. Provide necessary street closures; process and pay any relevant street or city permits; and provide traffic control for the designated Overnight location and event venue on the evening of July 02, 2005. Traffic control by local police, if necessary, will be provided during the 3½ hour time period of Great Race vehicle arrival.
10. "RPI GREAT RACE" will make available to "COG" videotape and photographic material for use in promotional and marketing tools by "COG". "RPI GREAT RACE" retains the right of approval of any materials containing "RPI GREAT RACE" images. Said approval will not be withheld in an unreasonable or untimely manner. "COG" may use its own photographer for "TGR".
11. Provide contact names, addresses, phone and e-mail and arrange meetings for "RPI GREAT RACE" promotional solicitation of local media, which includes primary newspapers, local radio stations and television affiliates.
12. Distribute "RPI GREAT RACE" supplied event posters at appropriate local businesses and locations.
13. Distribute media releases to local media and provide assistance in developing media coverage using local interest angles. "COG" will perform this function at the direction of "RPI GREAT RACE".
14. Provide color separations for full-page 4-color ad in the 2005 edition of The Great Race Souvenir Program no later than April 1, 2005. If separations are not received by that date, "RPI GREAT RACE" will not guarantee publication of "COG's" ad.
15. Indemnify, hold harmless and defend "RPI GREAT RACE" and its or their directors, officers, employees, agents, affiliates, principals, partners, members, sponsors and shareholders from any and all losses, damages, claims, expenses, and liabilities of any kind arising out of or resulting from any act, omission or negligence of "COG", its agents and employees, relating an event conducted in whole or in part by "COG" and not caused by the act, omission or negligence of any person seeking indemnification from "COG" under the terms of this paragraph.

C. IN CONSIDERATION FOR THE ABOVE, "RPI GREAT RACE" WILL:

1. Organize and conduct The Great Race 2005 which will start in Washington D.C. on Saturday, June 25, 2005 and finish in Tacoma, Washington on Saturday, July 9, 2005.
2. Conduct activities for the July 2, 2005 overnight Stop in Grand Island, Nebraska.
3. Identify Grand Island, Nebraska as an Overnight Stop in the "TGR" venue list and www.greatrace.com website.
4. Erect a secondary 2-sided hitchhiker banner measuring 18 inches x 13 feet attached below the main banner on the Arrival Gate. The hitchhiker banner must be supplied to the "RPI GREAT RACE" office by "COG" no later than March 1, 2005.
5. Provide a static display of event vehicles accessible to the public in the event venue on July 02, 2005.
6. Provide a choreographed show in the Arrival Gate immediately prior to the overnight finish.
7. Provide VIP recognition and photo/speaking opportunities for local sponsors and officials during ceremonial medallion presentation in the Arrival Gate as part of choreographed show.
8. Identify Grand Island, Nebraska as an overnight location on 2005 Great Race printed materials including but not limited to: selected event merchandise, national press releases and media materials, the quarterly **Greatracer** newsletter, and mentions from Great Race radio promotion partners.
9. Name "COG" and its major sponsors as an "additional insured" on a \$5,000,000 event liability insurance policy carried by "RPI GREAT RACE". Additional insured wording to be furnished to "RPI GREAT RACE" by May 1, 2005.
10. Indemnify, hold harmless and defend "COG" and its or their directors, officers, employees, agents, affiliates, principals, partners, members, sponsors and shareholders from any and all losses, damages, claims, expenses, and liabilities of any kind arising out of or resulting from any act, omission or negligence of "RPI GREAT RACE", its agents and employees, relating an event conducted in whole or in part by "RPI GREAT RACE" and not caused by the act, omission or negligence of any person seeking indemnification from "RPI GREAT RACE" under the terms of this paragraph.
11. Cooperate fully with "COG" and use its best efforts in promoting and publicizing the Overnight Stop and related festivities of "TGR" in Grand Island, Nebraska.

12. Provide one full-page ad in the 2005 edition of The Great Race Souvenir Program. If color separations for the ad are not received by April 1, 2005, "RPI GREAT RACE" will not guarantee publication of "COG's" ad.

13. Grand Island, Nebraska will be eligible to compete for the Great American City Award, a \$10,000 monetary gift to the Grand Island city library.

For City of Grand Island, Nebraska:

Name

Date

Title

For RALLY PARTNERS, INC.:

Wayne Stanfield
Chief Operating Officer

Date

RESOLUTION 2005-105

WHEREAS, The Great Race is an event which features up to 100 vintage vehicles that race across the United States under controlled speeds; and

WHEREAS, this year The Great Race will start in Washington, D.C. and end in Tacoma, Washington with Grand Island as a proposed overnight destination; and

WHEREAS, Rally Partners, Inc., a Nevada corporation, is the overall sponsor, coordinator and promoter of the event; and

WHEREAS, Rally Partners, Inc. has requested the City of Grand Island to coordinate the overnight stop for The Great Race participants and staff; and

WHEREAS, it is anticipated that the event would provide a positive financial impact to the community; and

WHEREAS, the Grand Island Area Economic Development Corporation, the Grand Island/Hall County Convention and Visitors Bureau, the Downtown and South Locust Business Improvement Districts and local business have expressed an interest in contributing to the success of this event; and

WHEREAS, the proposed The Great Race 2005 Overnight City Host Agreement which sets out the City's obligations to coordinate such event has been reviewed and approved by the City Attorney's office.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that The Great Race 2005 Overnight City Host Agreement by and between the City and Rally Partners, Inc., a Nevada corporation, is hereby approved.

BE IT FURTHER RESOLVED, that the Mayor is hereby authorized and directed to execute such agreement on behalf of the City of Grand Island.

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Adopted by the City Council of the City of Grand Island, Nebraska, April 12, 2005.

RaNae Edwards, City Clerk

Approved as to Form	☐ _____
April 6, 2005	☐ City Attorney