



Lexington-Fayette Urban County Government

200 E. Main St
Lexington, KY 40507

Legislation Details (With Text)

File #: 0922-15 **Version:** 1 **Name:** Blue Horse
Type: Resolution **Status:** Approved
File created: 7/1/2015 **In control:** Urban County Council
On agenda: 7/7/2015 **Final action:** 7/7/2015
Enactment date: 7/7/2015 **Enactment #:** R-490-2015

Title: A Resolution authorizing and directing the Mayor, on behalf of the Urban County Government, to execute a multi-year Non-Exclusive Trademark License Agreement with the Lexington Convention and Visitors Bureau (VisitLex), for use of the "Big Lex" logo for promotional and branding purposes, at a cost not to exceed \$2,510 in FY2016. [Mayor's Office, Emmons]

Sponsors:

Indexes:

Code sections:

Attachments: 1. Blue Horse Bluesheet Memo, 2. Agreement - Final (00491550xAFB4D), 3. Lexington_Frame, 4. Silhouette+Lex Lockup, 5. 07-07-15 - RESOLUTION - 490-2015 - - CLK - Ordinances & Resolutions - 07-13-15, 6. contract 157-2015

Date	Ver.	Action By	Action	Result
7/7/2015	1	Urban County Council	Received First Reading	
7/7/2015	1	Urban County Council	Approved	Pass
7/7/2015	1	Urban County Council	Suspended Rules for Second Reading	Pass
7/7/2015	1	Urban County Council Work Session	Removed From Docket	Pass
7/7/2015	1	Urban County Council Work Session	Approved and Referred to Docket	Pass

A Resolution authorizing and directing the Mayor, on behalf of the Urban County Government, to execute a multi-year Non-Exclusive Trademark License Agreement with the Lexington Convention and Visitors Bureau (VisitLex), for use of the "Big Lex" logo for promotional and branding purposes, at a cost not to exceed \$2,510 in FY2016. [Mayor's Office, Emmons]

Authorization to execute a trademark license agreement between the LFUCG and Visitlex, in connection with certain images incorporating a blue horse design. The agreement will grant the LFUCG use of the design subject to provisions and conditions within the agreement. The license is a limited, non-transferable, non-exclusive license for a period of five (5) years. The annual cost is \$2,500.00. Funds are budgeted. (L0922-15)(Emmons)

Budgetary Implications [select]: Yes

Advance Document Review:

Law: { Yes/No, Completed by Dave Barberie }

Risk Management: { Select Yes/No, Completed by [Official, Date] }

Fully Budgeted [select]: Yes

Account Number: 1101-160301-0001-71299

This Fiscal Year Impact: \$2,500

Annual Impact: \$

Project:

Activity:

Budget Reference:

Current Balance: \$22,500

BE IT RESOLVED BY THE COUNCIL OF THE LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT:

Section 1 - That the Mayor, on behalf of the Lexington-Fayette Urban County Government, be and hereby is authorized and directed to execute a multi-year non-exclusive Trademark License Agreement, which is attached hereto and incorporated herein by reference, with the Lexington Convention and Visitors Bureau (VisitLex), for use of the "Big Lex" logo for promotional and branding purposes.

Section 2 - That an amount, not to exceed the sum of \$2510.00, be and hereby is approved for payment to the Lexington Convention and Visitors Bureau, from account #1101-160301-71299 in FY2016, pursuant to the terms of the agreement.

Section 3 - That this Resolution shall become effective on the date of its passage.

PASSED URBAN COUNTY COUNCIL:

MAYOR

ATTEST:

CLERK OF URBAN COUNTY COUNCIL