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City of Las Cruces[®]
 PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 27 Ordinance/Resolution# 09-313 Council District: All City

For Meeting of June 15, 2009
 (Adoption Date)

TITLE: A RESOLUTION TO SELECT A LOGO DESIGN FOR THE LAS CRUCES CONVENTION CENTER.

PURPOSE(S) OF ACTION: With groundbreaking scheduled in June for the Las Cruces Convention Center, it is important to select a logo that will be used in marketing and sales efforts to attract groups to Las Cruces. This logo will also become the identifying mark to establish the identity of the facility to potential customers and the media locally, regionally, nationally as well as internationally.

| | | | | | |
|---|------------------|--|------------------------|------------------------|--------------|
| Name of Drafter: Ken Mompellier | | Department: Public Services/CVB | | Phone: 541-2166 | |
| Department | Signature | Phone | Department | Signature | Phone |
| Originating Department | | 528-3477 | Budget | | 2300 |
| | | | Assistant City Manager | | 2271 |
| Legal | | 2122 | City Manager | | |

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Convention and Visitors Bureau (CVB) is requesting adoption of a logo that will be used for all materials associated with the Las Cruces Convention Center. The logo design will assist staff in branding the Las Cruces Convention Center to all organizations that use the facility. City Council approval of this action will officially allow Center Management and CVB staff to use the selected logo for purposes associated with the Convention Center.

SUPPORT INFORMATION:

| Fund Name / Account Number | Amount of Expenditure | Budget Amount |
|----------------------------|-----------------------|---------------|
| 27205020-722104 | \$3,000 | \$560,951 |

1. Resolution.
2. Exhibit "A" – Design #1.
3. Exhibit "B" – Design #2.
4. Exhibit "C" – Design #3

(Continue on additional sheets as required)

OPTIONS / ALTERNATIVES:

1. A "Yes" Vote will approve selection of Design # _____ as the Logo design for the Las Cruces Convention Center.
2. A "No" Vote will delay development of marketing and branding efforts for the Las Cruces Convention Center.
3. Council may direct modification of the Logo designs presented.

RESOLUTION NO. 09-313

A RESOLUTION TO SELECT A LOGO DESIGN FOR THE LAS CRUCES CONVENTION CENTER.

The City Council of the City of Las Cruces is informed that:

WHEREAS, the Las Cruces Convention & Visitors Bureau (CVB) will promote the Las Cruces Convention Center to a local, regional, national and international audience for the purpose of meetings and events; and

WHEREAS, the branding of the Las Cruces Convention Center will be important to the overall plan to reach those groups with the potential to use the Las Cruces Convention Center; and

WHEREAS, the selection of a logo will allow the ability to establish a theme which will identify the facility through marketing activities to the meetings industry and will allow a greater opportunity to book meetings, conferences, and events; and

WHEREAS, the City Council selected Design # _____ as the chosen logo to be used when appropriate in identifying the Las Cruces Convention Center.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the City of Las Cruces endorses and supports the use of the selected Logo Design # _____, attached hereto and made a part of this Resolution for the Las Cruces Convention Center.

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(II)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this _____ day of _____, 2009.

(SEAL)

APPROVED:

Mayor

ATTEST:

City Clerk

Moved by: _____

Seconded by: _____

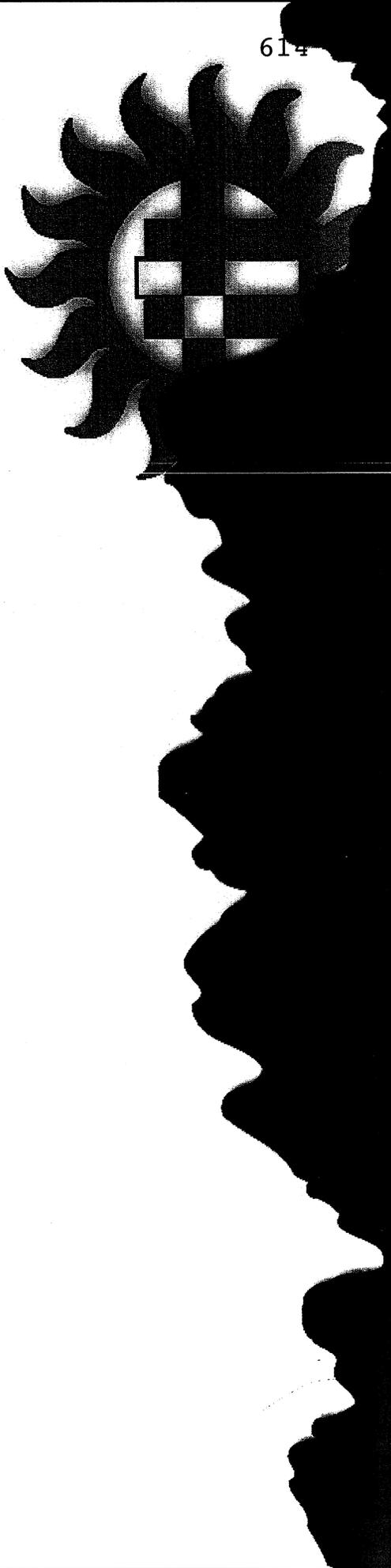
VOTE:

| | |
|-----------------------|-------|
| Mayor Miyagishima: | _____ |
| Councillor Silva: | _____ |
| Councillor Connor: | _____ |
| Councillor Archuleta: | _____ |
| Councillor Small: | _____ |
| Councillor Jones: | _____ |
| Councillor Thomas: | _____ |

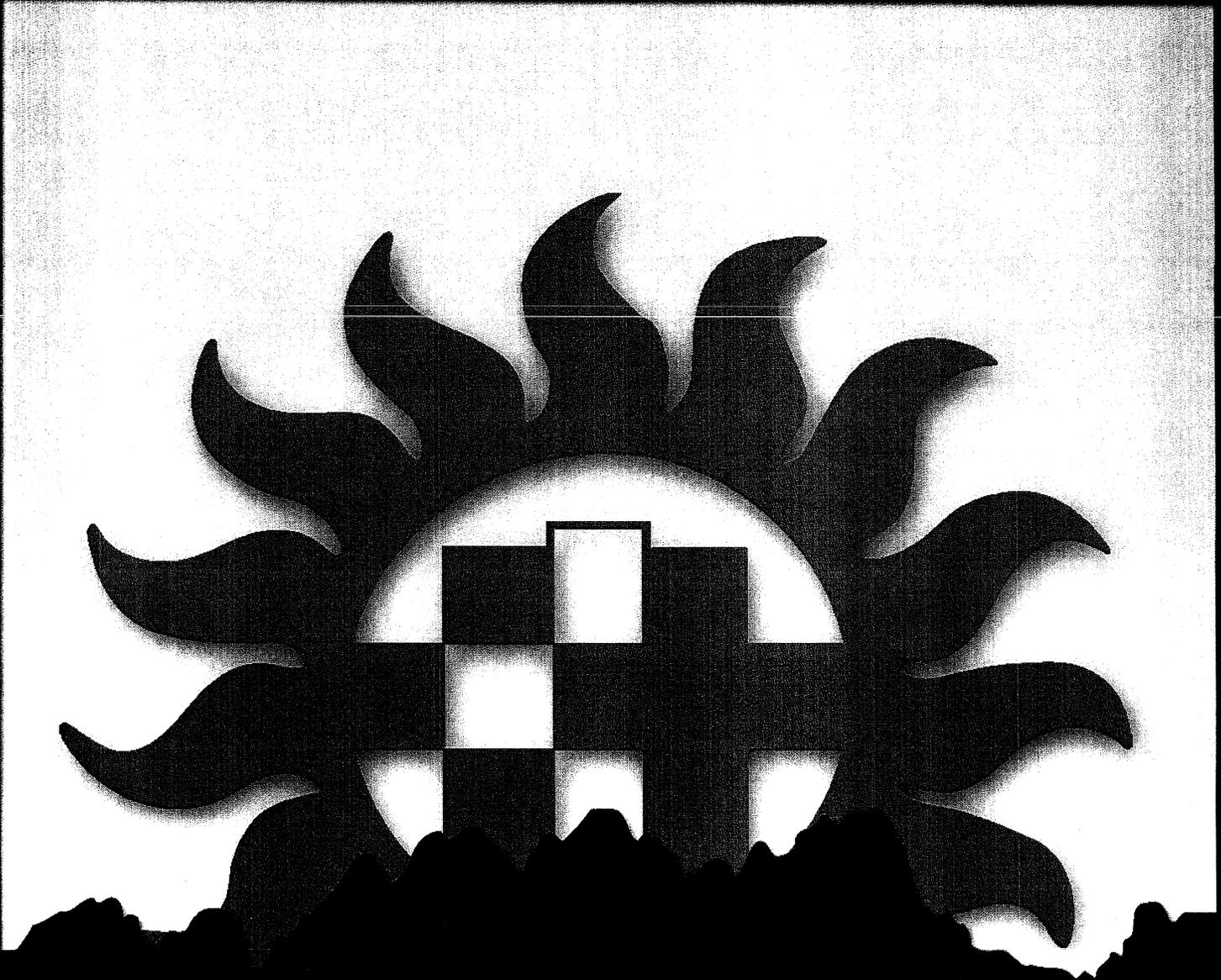
APPROVED AS TO FORM:



City Attorney



Las Cruces
Convention Center



Las Cruces
Convention Center



Las Cruces

CONVENTION CENTER