

**ORDINANCE NO. 2013 - 64**

**AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH REACH EVENT MARKETING TO SUPPORT THE AVP VOLLEYBALL TOUR PROMOTING ECONOMIC DEVELOPMENT AND MASON TOURISM ACTIVITIES IN THE AMOUNT OF \$35,000**

WHEREAS, the AVP Pro Beach Volleyball Tour began as a grassroots movement in 1983, and over thirty years has transformed into a global phenomenon debuting as an Olympic sport in 1996; and

WHEREAS, the Tour features the top American men and women competitors in the sport including Gold, Silver and Bronze Olympic medal winners. Players expected to appear in Mason include Olympic gold medalist Todd Rogers and Phil Dalhausser, three-time Olympic gold medalist Kerri Walsh Jennings, Olympic silver medalists Jen Kessy and April Ross, and Olympians Nicole Branagh, Jake Gibb and Sean Rosenthal; and

WHEREAS, Reach Event Marketing will host the Pro Beach Volleyball athletic games at the Lindner Family Tennis Center in Mason, Ohio and is committed to the strong potential for an extended commitment to retain the event in Mason; and

WHEREAS, the event contributes to a young, progressive quality of life in the City and can help position Mason with business and residential strategic initiatives such as attracting wellness activities and branding and talent attraction for company's workforce recruitment; and

WHEREAS, the contract includes the retainment of professional marketing and promotional services with Brian Polark that will provide for the development of events and activities to further enhance programming, corporate wellness opportunities and memberships to City facilities driven by the workforce development and the creation of public private partnerships; and

WHEREAS, the continued retention, viability and success of the AVP Tour in the City of Mason is of great interest to the City of Mason as it brings with it high profile attention to the variety of prestigious athletic tourism venues in Mason, supports the goal of expanding the use of the Lindner Family Tennis Center with quality events, is family oriented, and expands the strong tourism offerings within the City.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Mason, Ohio, seven members elected thereto concurring:

Section 1. That the City Manager is hereby authorized to enter into an Agreement with Reach Event Marketing, that reflects items attached as Exhibit A to this ordinance.

Section 2. That the Finance Director is hereby authorized to pay Reach Event Marketing the payments set forth in the Agreement, as Reach Event Marketing, Inc. completes its obligations under the Agreement.

Section 3. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed this 8<sup>th</sup> day of July, 2013.

Attest:

  
Clerk of Council

  
Mayor

CERTIFICATION

The undersigned, Clerk of Council of the City of Mason, hereby certifies that this is a true and complete copy of Ordinance 2013 - 64, adopted by the City of Mason on July 8, 2013.

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Clerk of Council

## Exhibit A

The City of Mason is interested in supporting the AVP tournament being held this year in Mason August 30-September 2 and in future years. The event contributes to a young, progressive quality of life in the City and can help position Mason with business and residential strategic initiatives such as attracting wellness activities and branding and talent attraction for company's workforce recruitment. Additionally, the event expands the strong tourism offerings within the City.

Mason's commitment to the event:

- \$35,000 financial support
- Sand Storage area at the Golf Center at Kings Island

Financial support will be leveraged to drive the City's overall key messages:

- *Business-to-Business*: Progressive, innovative business environment; supportive of entrepreneurial businesses
- *Consumer*: Progressive, community with excellent quality of life; committed to community recreation, parks, and family-oriented attractions

The following are items that would be attractive to the City as part of a partnership with the AVP:

- Commitment to retain the tournament in Mason through 2016
- Category Exclusivity
- Branding – it is of significant interest for the location of the event to be branded as Mason.
- AVP Tour Logo and event logo for use in the local market
- Partner Recognition on the AVP.com web portal event page (Possible hyperlink)
- Partner recognition through the AVP's social media platforms
- Logo placement and recognition across the event foot print (Static A- Frames/ ball stops)
- Mutually agreeable footprint to showcase Mason City assets (Community Center ect)
- Opportunity to develop and execute one fan promotion at Stadium court each day.
- Four (4) copy reads recognizing the city of Mason each day of the tournament
- 120 General admission tickets for the tournament or equivalent
- 40 Premium Section seats for the tournament
- Hospitality/ ticket discount package to be developed to support economic development objectives

In addition, as part of the financial sponsorship the City is interested in purchasing professional services credits to be used to retain the services of Brian Polark to promote the AVP event. Service credits would be used towards:

- The development of events and activities to help promote the AVP and build memberships to the Community Center and Golf Center
- Development of a wellness model that drives workforce recruitment and retention in Mason
- Development of a plan to drive additional tourism to the area promoting Mason's attractions
- Formation of public/private partnerships that further sponsorships of the AVP and other Mason attractions
- Development of Mason as the location for young professionals to live, work and play
- Enhance current events and activities through the promotion of AVP and the development of corporate partners



**Cincinnati Sports Leagues (CSL):** Founded in the summer of 2001, CSL is a lifestyle marketing company that specializes in developing, coordinating and facilitating athletic leagues, parties and special events for young professionals ages 21 to 36+. CSL is committed to providing the best sports leagues, tournaments and networking opportunities in the area. [www.goCSL.com](http://www.goCSL.com)

**CSL Past Events:**

Give Back Cincinnati Charity Golf Outing  
TQL Dodge ball Challenge  
Oakley's Ball on the Square New Year's Eve Party  
Pump Salon's 'Free Haircuts for a Good Cause' Guinness World Record Event



**Reach Event Marketing** is a diversified media company with a division that specializes in the organization, marketing and promotion of regional and national events. Reach provides clients strategic marketing expertise at the grass-roots level in many areas, including advertising sales, sponsorship and hospitality packages, ticket sales management and promotion. For more information, please view [www.reacheventmarketing.com](http://www.reacheventmarketing.com)

**REM Past Events:**

AVP Cincinnati Open  
AVP Louisville Open  
LaRosa's High School MVP  
iWireless Prep Football Classic at Paul Brown Stadium  
iWireless Prep Basketball Classic  
Skyline Chili Crosstown Shootout Luncheon

**About Brian Polark:**



**Owner/ Founder Cincinnati Sports Leagues LLC.**  
**Owner/ Founder goAgency Cincinnati LLC**  
**Event Director Reach Event Marketing**  
**Owner Hahana Beach Cincinnati**  
**2009 Cincinnati Business Courier 40 Under Forty Class**

Brian Polark is President of Cincinnati Sports Leagues (CSL), a lifestyle marketing company that specializes in developing, coordinating and facilitating athletic leagues, parties and special events for young professionals in the Greater Cincinnati community. In addition, CSL provides a cost effective vehicle for companies to market and advertise their products and services.

Born and raised in Chicago, Brian came to Cincinnati in 1996 to attend Xavier University. He began working for Sport and Social Clubs of the U.S. in 1999. He re-started the organization as Cincinnati Sports Leagues in 2001. Now, CSL has grown into a force serving more than 30,000 young professionals each year.

In 2007, he created the Ohio Valley Tour as a part of CSL aimed at providing Midwest-area volleyball players a tour to in which to compete throughout the year. He also created the goAgency, aimed at providing on-site interactive marketing programs for consumer product goods companies.