

## ORDINANCE No. 186516

\*Approve a License Agreement with Soccer United Marketing, LLC for use of the Official Flag of Portland including specifications for variations to City Code Chapter 1.06 (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The City desires to promote a positive image of the City;
2. The City desires to promote good will for the general benefit of the City;
3. The official flag of Portland, Oregon is a visible and publically recognized symbol with specifications for its appearance and use defined in Portland City Code Chapter 1.06;
4. On September 4, 2002, the City Council amended City Code Chapter 1.06 to restore the original design of the flag in part to make it possible for vendors to more easily include reproductions of the city flag on their Portland-related goods; and
5. Soccer United Marketing, LLC, desires to use the flag, with modifications to the specifications in City Code Chapter 1.06, in conjunction with its officially licensed merchandise bearing trademarks, trade names, logo symbols and mascots of the Portland Timbers and produced by its licensees.
6. The City retains all rights to otherwise license the official flag and encourages other local sports, cultural and civic organizations to consider incorporating the official city flag into their promotional and identification campaigns, as appropriate.

NOW, THEREFORE, the Council directs:

- a. The Mayor is authorized to execute the *License Agreement for Use of the City of Portland Official Flag with Modifications on Major League Soccer Licensed Merchandise* in a form substantially similar to that attached hereto as Exhibit A
- b. The modifications, shown in Attachment 1 to Exhibit A, to the specifications for the City of Portland Official Flag contained in City Code Chapter 1.06 are approved.

Section 2. The Council declares an emergency exists because SUM wishes to include the Portland flag in their approved merchandise graphics with sufficient time for it to be used on merchandise sold during the 2014 MLS season. Therefore this ordinance shall be in full force and effect from and after its passage by the Council.

186516

Passed by the Council:

APR 02 2014

Mayor Charlie Hales

Prepared by: Susan Hartnett

Date Prepared: March 24, 2014

**LaVonne Griffin-Valade**

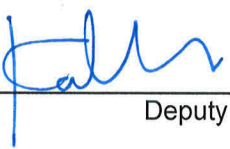
Auditor of the City of Portland

By

*Gayla Jennings*

Deputy

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<p><b>INTRODUCED BY</b>          Commissioner/Auditor:  <u>Hales</u></p>	<p>CLERK USE: DATE FILED <u>MAR 28 2014</u></p>
<p><b>COMMISSIONER APPROVAL</b></p> <p>Mayor—Finance and Administration - <u>Hales</u></p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Novick</p>	<p style="text-align: center;">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <u></u> Deputy</p> <p><b>ACTION TAKEN:</b></p>
<p><b>BUREAU APPROVAL</b></p> <p>Bureau: OMF          Bureau Head:          Fred Miller, Interim CAO <u>FM</u></p> <p>Prepared by: Susan Hartnett          Date Prepared: March 25, 2014</p> <p>Financial Impact &amp; Public Involvement Statement          Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p>Portland Policy Document          If "Yes" requires City Policy paragraph stated in document.          Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p><b>City Auditor Office Approval:</b>          required for Code Ordinances</p> <p><b>City Attorney Approval:</b>          required for contract, code, easement, franchise, comp plan, charter <u>MEM</u></p> <p>Council Meeting Date  <b>April 2, 2014</b></p>	

<b>AGENDA</b>
<p><b>TIME CERTAIN</b> <input checked="" type="checkbox"/></p> <p><b>Start time: 10 AM</b></p> <p><b>Total amount of time needed: 20 min</b>          (for presentation, testimony and discussion)</p>
<p><b>CONSENT</b> <input type="checkbox"/></p>
<p><b>REGULAR</b> <input type="checkbox"/></p> <p><b>Total amount of time needed: _____</b>          (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	✓	
4. Novick	4. Novick	✓	
Hales	Hales	✓	