

TO: John Szerlag, City Manager

FROM: John Lamerato, Assistant City Manager/Finance
Brian Murphy, Assistant City Manager
Mark Stimac, Building & Zoning Director
Cindy Stewart, Community Affairs Director

SUBJECT: Agenda Item: Super Bowl Street Banners

Date: January 3, 2006

The City of Troy has been approached by the Super Bowl XL Committee requesting to have approximately 50 street banners along Big Beaver Road for 30 days preceding the Super Bowl (February 5, 2006).

These banners would be installed and removed at no cost to the City. They would install 6 banners on 3 poles from Rochester to Livernois; 8 banners on 4 poles from Livernois to Crooks; 20 banners on 10 poles from Crooks to Coolidge; and 8 banners on 4 poles from Coolidge to Adams. Number could vary depending on bracket availability. Super Bowl banners would be interspersed with our City of Troy banners.

According to our sign ordinance 85.01.05, "banners advertising civic events may be permitted on light poles within the median of Big Beaver Road, between Rochester Road and Cunningham Drive, for a period not to exceed thirty days, subject to the approval of the City Manager."

Since this request from the Super Bowl Committee falls in that category of our sign ordinance, I am requesting your approval for the Super Bowl banners.

The banners would be similar to the artwork attached with at least one of the following sponsor logos attached: Gatorade, IBM, Motorola, Visa, Master Foods, MBNA, Motorola, or Southwest. There would be no advertising of alcohol or tobacco products.

The exposure of Super Bowl XL alone will bring revenue, tourists and popularity to Detroit and the surrounding suburbs such as Troy. Since the Super Bowl will be attracting people from all over the country and many of these people will be utilizing our hotels and restaurants, it will mean increased revenue to our hotels, restaurants and shopping centers.

The banners along Big Beaver would be a great way for the City of Troy to promote this major event. Birmingham has submitted a proposal to the National Football League for permission to raffle off their football banners after the Super Bowl as a way to raise money for their Historical Museum and other community groups. We will also submit a similar proposal. The Super Bowl host committee operations personnel said there is an excellent chance we will get some of the banners.

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