

ORDINANCE NUMBER O- 20427 (NEW SERIES)

DATE OF FINAL PASSAGE NOV 25 2014

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO APPROVING A LICENSING AGREEMENT WITH MATTEL, INC. ALLOWING FOR THE CITY'S FIRE-RESCUE DEPARTMENT NAME AND LOGO TO BE USED IN CONJUNCTION WITH THE MANUFACTURE, MARKETING, DISTRIBUTION, PROMOTION, AND SALE OF VARIOUS SCALED MATCHBOX® TOY REPLICAS.

WHEREAS, in January of 2008, Mattel, Inc. contacted the Fire-Rescue Department (SDFD) expressing an interest to design and market Matchbox® miniature toys based on SDFD apparatus; and

WHEREAS, previous collaborations by Mattel up to that point mainly focused on large city police departments, but for the first time, Mattel was initiating a line of Matchbox® toys featuring fire apparatus from large city fire departments; and

WHEREAS, the SDFD was Mattel's first choice in 2008; and

WHEREAS, the City had complete review and approval authority of the toy apparatus designs and finished models which were emblazoned with the City and SDFD logos and insignias; and

WHEREAS, partnering with Mattel provided the City and the SDFD with a highly visible public image and recognition opportunity; and

WHEREAS, not only did the Matchbox® toys assist in furthering the City's brand, but the toys also created wide positive exposure for the SDFD and its personnel; and

WHEREAS, Mattel has offered the City the opportunity to renew the agreement for an additional three-year term with options for two one-year renewals; and

WHEREAS, the same terms and conditions from the previous 2008 agreement will apply with the addition of the following: 1) the donation of 200 SDFD licensed toy cars for use by the City in outreach and public relations efforts, and 2) the addition of the City's website on packaging to promote fire and water-safety and recruitment efforts; and

WHEREAS, in addition, the parties have agreed to explore the possibility of a national sweepstakes opportunity involving the SDFD to continue furthering its positive image; NOW, THEREFORE,

BE IT ORDAINED, by the Council of the City of San Diego, as follows:

Section 1. That the Mayor, or his designee, is authorized to enter into a non-monetary licensing agreement with Mattel, Inc. allowing for the use of the City's and the Fire-Rescue Department's name, logo, and markings in conjunction with the manufacture, marketing, distribution, promotion, and sale of various scaled Matchbox® toy replicas of fire apparatus and lifeguard vehicles for a three-year initial term with two one-year options to renew.

Section 2. That a full reading of this ordinance is dispensed with prior to its passage, a written or printed copy having been made available to the City Council and the public prior to the day of its passage.

Section 3. That this ordinance shall take effect and be in force on the thirtieth day from and after its final passage.

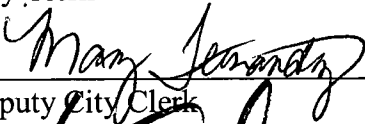
APPROVED: JAN I. GOLDSMITH, City Attorney

By 

Noah J. Brazier
Deputy City Attorney

NJB:hm
10/06/2014
10/06/2014 COR. COPY
Or.Dept:PSE
Doc. No.: 876450

ELIZABETH S. MALAND
City Clerk

By 

Deputy City Clerk

Approved: 11/24/14
(date)



KEVIN L. FAULCONER, Mayor

Vetoed: _____

KEVIN L. FAULCONER, Mayor