



Legislation Details (With Text)

**File #:** 30758      **Version:** 1      **Name:** MillerCoors Free Rides August 31, 2013  
**Type:** Resolution      **Status:** Passed  
**File created:** 6/27/2013      **In control:** BOARD OF ESTIMATES (ended 4/2017)  
**On agenda:** 7/16/2013      **Final action:** 7/16/2013  
**Enactment date:** 7/22/2013      **Enactment #:** RES-13-00535

**Title:** Authorizing the Mayor and the City Clerk to amend the 2011 Free Rides Sponsorship Agreement between the City and MillerCoors, LLC in order to accept a financial donation from MillerCoors and add an additional free ride event date of August 31, 2013 from 3:00 PM to end of service.

**Sponsors:** Chris Schmidt

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
7/16/2013	1	COMMON COUNCIL	Adopt	Pass
7/10/2013	1	TRANSIT AND PARKING COMMISSION (ended 06/2018)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
7/8/2013	1	BOARD OF ESTIMATES (ended 4/2017)	Return to Lead with the Recommendation for Approval	Pass
7/2/2013	1	TRANSIT AND PARKING COMMISSION (ended 06/2018)	Refer	
7/2/2013	1	COMMON COUNCIL	Refer	Pass
6/27/2013	1	Metro Transit	Referred for Introduction	

**Fiscal Note**

MillerCoors, LLC will make a financial donation to be agreed upon by MillerCoors, LLC and the City for the August 31, 2013 free ride event. The additional funding will be used to cover missing farebox revenue, additional staffing to help with capacity on existing routes and additional calls to the Customer Service Center. The anticipated funding is not anticipated to exceed \$10,000; these revenues are included in the Metro 2013 adopted operating budet. The City Risk Manager reviewed the indemnification language in the 2011 Sponsorship Agreement and has been made aware that nothing in this proposed amendment would change or alter that language.

**Title**

Authorizing the Mayor and the City Clerk to amend the 2011 Free Rides Sponsorship Agreement between the City and MillerCoors, LLC in order to accept a financial donation from MillerCoors and add an additional free ride event date of August 31, 2013 from 3:00 PM to end of service.

**Body**

WHEREAS the City and MillerCoors entered into a Sponsorship Agreement on December 13, 2011, under which MillerCoors agreed to provide financial donations in order to sponsor free rides on New Year’s Eve in 2011, 2012, and 2013. This Sponsorship Agreement was previously approved by Council by Resolution, File #24000, on November 1, 2011.

WHEREAS, MillerCoors, LLC has expressed interest in donating additional funding to sponsor a free ride event on August 31, 2013, to coincide with the Taste of Madison and the first home University of Wisconsin football game; and

WHEREAS, the 2011 Sponsorship Agreement must be amended in order for the City to accept MillerCoors, LLC donation and conduct a free ride event on August 31, 2013; and

WHEREAS, with the exception of adding the August 31, 2013 date, in all other respects the 2011 Sponsorship Agreement will remain exactly the same.

NOW THEREFORE BE IT RESOLVED that the Common Council accepts the sponsorship of MillerCoors, LLC and funding for free ride service on August 31, 2013 to help offset the cost of providing free service and authorizes the Mayor and the City Clerk to sign the amendment to the original Sponsorship Agreement executed by the Mayor on December 13, 2011.