Agenda Item #:

# PALM BEACH COUNTY **BOARD OF COUNTY COMMISSIONERS**

# AGENDA ITEM SUMMARY

Meeting Date: January 26, 2015 [X] Consent [] Ordinance

[] Regular [] **Public Hearing** 

**Department: Public Affairs** 

Submitted By: Public Affairs

Submitted For: Public Affairs and Department of Airports

# I. EXECUTIVE BRIEF

#### Motion and Title: Staff recommends motion to:

A) Obtain a trademark license for the Palm Beach County logo; and

B) Obtain a trademark license for Palm Beach International Airport (PBI) Logo; and

C) Delegate authority to the County Administrator or designee to execute all required forms, documents, and certifications necessary to obtain trademark licenses.

#### Summary:

In order to protect the branding identity for Palm Beach County, Public Affairs is requesting authorization to obtain a trademark for the County logo and obtain a trademark for PBI's logo. This action will prohibit other entities from using the County's or PBI's logo for their own promotional materials and use. Countywide (AH)

#### **Background and Justification:**

It was discovered by Public Affairs and the Department of Airports that private entities were using the County logo and logos very similar to PBI's on print and digital materials. Misrepresentation of County logos may cause the public to think such services or products are being provided by the County, but are actually being provided by private entities. Obtaining a trademark will protect the use and integrity of the logos.

The initial cost of obtaining a trademark is \$325 plus \$300 yearly to maintain the trademark. By delegating authority to the County Administrator or designee, all forms, documents and certifications necessary to obtain trademarks on behalf of the County can be executed.

# Attachments:

- 1) Palm Beach County logo
- 2) Palm Beach International Airport logo

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Recommended by	y: Sis Delo Pint	16/16
	Department Director	Date
Approved By:	Pa/an-	
	County/Deputy/Assistant County Ad	ninistrator Date

### II. FISCAL IMPACT ANALYSIS

# A. Five Year Summary of Fiscal Impact:

Fiscal Years Capital Expenditures	2016	2017	2018	2019	2020	
Operating Costs External Revenues	650	600	600	600	600	
Program Income (County) In-Kind Match (County)						
NET FISCAL IMPACT	650	600	600	600	600	
# ADDITIONAL FTE POSITIONS (Cumulative)						
Is Item Included In Current Budget? Yes <u>X</u> No						

Department of Airports Budget Account No.:Fund <u>4100</u> Dept. <u>120</u> Unit <u>1110</u> Object <u>4909</u>Public Affiars Budget Account No.:Fund <u>0001</u> Dept. <u>640</u> Unit <u>6405</u> Object <u>4909</u>

**B.** Recommended Sources of Funds/Summary of Fiscal Impact: Funding for trademark license for PBIA will be provided by Department of Airports. Funding for trademark license for PBC will be provided by Public Affairs Department.

C. Department Fiscal Review:

III. REVIEW COMMENTS

Α. OFMB Fiscal and/or Contract Administration Comments: 13/16 ASD MJ CEFMB ANT Contract Dev. and Control Blohader 1-13-16

B. Legal Sufficiency:

4mit 1-15-16 Assistant County Attorney

C. Other Department Review:

**Department Director** 

REVISED 9/03 ADM FORM 01 (THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT)



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# INTERNATIONAL AIRPORT

