

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: August 20, 2019

Consent

Regular

Ordinance

Public Hearing

Department: Public Affairs

I. EXECUTIVE BRIEF

**Motion and Title:** Staff recommends motion to approve: the Trademark License Agreement with the U.S. Census Bureau, U.S. Department of Commerce for the use of the 2020 Census logo® for promotional materials on behalf of Palm Beach County.

**Summary:** The U.S. Census Bureau provides this Trademark License Agreement to use its 2020 Census logo® on promotional materials. The census logo will be placed on the county's web pages, added to newsletters, brochures, informational materials, and other similar promotional items. Countywide (AH)

**Background and Justification (or Policy Issues):** Article I, Section 2 of the U.S. Constitution mandates that an apportionment of representatives among the states must be carried out every 10 years. The U.S. Census counts every resident in the United States. More than \$675 billion per year is distributed in federal funds, grants and support to states, counties and communities based on population totals and breakdowns by sex, age, race and other factors for schools, hospitals, roads, public works and other vital programs.

**Attachments:**

1. Trademark License Agreement (2 copies)
2. United States 2020 Census Brand Guidelines (ver. 2.0)

Recommended by:



Department Director

7/31/19

Date

Approved By:

  
Assistant County Administrator

8/9/19

Date

