

**Columbus Consolidated Government  
Council Meeting Agenda Item**

<b>TO:</b>	Mayor and Councilors
<b>AGENDA SUBJECT:</b>	<b>Columbus Civic Center Ticketmaster Contract Renewal</b>
<b>AGENDA SUMMARY:</b>	Approval is requested for the Columbus Civic Center to renew current Ticketmaster contract to include a 5-year extension. Ticketmaster shall provide Principal with an annual sponsorship allowance (the “Sponsorship Allowance”) to advertise and promote Ticketmaster as the source for advance Tickets to Attractions at the Facility in an amount equal to Twenty-Five Thousand Dollars (\$25,000). The Sponsorship Allowance shall be paid to Principal within thirty (30) days of the beginning of each Contract Year.
<b>INITIATED BY:</b>	<b>Columbus Civic Center</b>

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**Recommendation:** Approval is requested for to approval contract renewal with Ticketmaster which includes updated 5-year term.

**Background:** Since 2010, Ticketmaster has been the exclusive ticket seller for the Sellable Capacity for every Attraction of the Columbus Civic Center. Current contract terms are eligible for renewal in 2022, and in good standing, the Civic Center looks to renew contract terms.

**Analysis:** The initial term of this Agreement shall begin on the Effective Date and shall continue through the fifth (5th) anniversary thereof on August 31, 2027 (the “Term”). Each twelve (12) month period commencing on September 1 and continuing through the following August 31 shall be a “Contract Year” as such term is used herein.

**Financial Considerations:** Sponsorship Allowance: In consideration for the exclusive Ticket sales rights granted Ticketmaster as provided above and Principal’s provision to Ticketmaster of certain marketing and promotional assets to be mutually agreed upon by the parties having a value equivalent to the Sponsorship Allowance, Ticketmaster shall provide Principal with an annual sponsorship allowance (the “Sponsorship Allowance”) to advertise and promote Ticketmaster as the source for advance Tickets to Attractions at the Facility in an amount equal to Twenty-Five Thousand Dollars (\$25,000). The Sponsorship Allowance shall be paid to Principal within thirty (30) days of the beginning of each Contract Year.

**Legal Considerations:** No legal considerations.

**Recommendation/Action:** Approval is requested for the Columbus Civic Center to renew contract with Ticketmaster and approve 5 year term.

**A RESOLUTION**

**NO.**

**A RESOLUTION OF THE COUNCIL OF COLUMBUS, GEORGIA, FOR COLUMBUS CIVIC CENTER TO RENEW AND EXTEND CONTRACT TERMS WITH TICKETMASTER AS EXCLUSIVE SELLER.**

**WHEREAS**, Columbus Civic Center in good standing with Tickemaster agree to renewal terms and contract amendments. The initial term of this Agreement shall begin on the Effective Date and shall continue through the fifth (5th) anniversary thereof on August 31, 2027 (the “Term”). Each twelve (12) month period commencing on September 1 and continuing through the following August 31 shall be a “Contract Year”; and,

**WHEREAS**, Ticketmaster accepts from Principal, the right during the Term of this Agreement, to be the exclusive seller, as Principal’s agent, of all Tickets for the Sellable Capacity for every Attraction via any and all means and methods.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF COLUMBUS, GEORGIA, AS FOLLOWS:**

Introduced at a regular meeting of the Council of Columbus, Georgia held on the \_\_\_\_\_ day of \_\_\_\_\_ 2022 and adopted at said meeting by the affirmative vote of ten members of said Council.

Councilor Allen voting	_____.
Councilor Barnes voting	_____.
Councilor Crabb voting	_____.
Councilor Davis voting	_____.
Councilor Garrett voting	_____.
Councilor House voting	_____.
Councilor Huff voting	_____.
Councilor Thomas voting	_____.
Councilor Tucker voting	_____.
Councilor Woodson voting	_____.

\_\_\_\_\_  
Sandra T. Davis, Clerk of Council

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B.H. “Skip” Henderson, Mayor