



City of Lathrup Village
27400 Southfield Road
Lathrup Village, MI 48076
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TO: Mayor & City Council
FROM: Mike Greene – City Administrator
DATE: September 23, 2024
RE: Request to Approve Marketing Agreement Amendment between Utility Service Partners Private Label, Inc. (Service Line Warranties of America) and the City of Lathrup Village

Background Brief: Back in 2019, the City entered into a Marketing Agreement with Utility Services Partners Private Label (Service Line Warranties of America (SLWA)) that allowed SLWA to offer residential property owners the opportunity to purchase warranties on their exterior water/sewer lines. This agreement enables SLWA to utilize the City logo on marketing materials and in return, the City receives a yearly license fee.

SLWA has expanded its offerings to include interior plumbing/drainage and water heater warranties. This updated marketing agreement would allow SLWA to offer those services to Lathrup Village residents.

Previous Action: August 1, 2018, agreement effective date.

Economic Impact: Minimal miscellaneous revenue

Recommendation: It is my recommendation to approve the second reading.

Recommended Motion:

Moved by Council Member _____ seconded by Council Member _____
to approve Amendment Number 1 to Sewer and Marketing Agreement with Utility Service Partners Private Label, Inc.

Kelly Garrett
Mayor

Bruce Kantor
Mayor Pro-Tem

Jalen Jennings
Council Member

Dalton Barksdale
Council Member

Jason Hammond
Council Member