

CITY COUNCIL
ATLANTA, GEORGIA

**RESOLUTION BY COMMUNITY DEVELOPMENT/
HUMAN RESOURCES COMMITTEE**

04- R -1306

AUTHORIZING THE MAYOR TO ACCEPT THE DONATION OF NINE (9) SCOREBOARDS AS A CONTRIBUTION FOR USE AT EIGHT (8) CITY OF ATLANTA PARKS FROM THE BLUE CROSS BLUE SHIELD ASSOCIATION, A PRIVATE CORPORATION IN AN AMOUNT VALUED AT \$42,116.00 AND TO AUTHORIZE THE PLACEMENT OF BLUE CROSS BLUE SHIELD'S CORPORATE LOGO ON EACH DONATED SCOREBOARD AND HAVING A FREE STANDING SIGN PLACED AT CENTRAL PARK RECOGNIZING THE BLUE CROSS BLUE SHIELD ASSOCIATION AND TEN (10) OTHER COMPANIES/ORGANIZATIONS, ON BEHALF OF THE DEPARTMENT OF PARKS, RECREATION AND CULTURAL AFFAIRS: AND FOR OTHER PURPOSES.

Whereas, the Blue Cross Blue Shield Association, a private corporation desires to have a supportive relationship with the City of Atlanta by contributing nine (9) scoreboards at an amount valued at \$42,116.00, and a free standing sign to the City of Atlanta, Department of Parks, Recreation and Cultural Affairs to be placed in eight (8) City Parks; and

Whereas, the eight (8) City Parks have been identified as Anderson Park; Coan Park; Butler Park; Cleveland Park; Pittman Park; Langford Park; Zaban Park and Central Park; and

Whereas, a condition of the donation was to have Blue Cross Blue Shield's Corporate logo affixed to each donated scoreboard, as well as, having ten (10) other companies/organization names affixed to a free standing sign that will be placed only in Central Park, with those companies/organization names being identified as the National Football League Grassroots Program and the Local Initiatives Support Corporation; Atlanta Falcons; Hardin Construction; United Way of Metropolitan Atlanta; Cousins Properties; Hughes, Good, O'Leary, and Ryan; Jones, Lang, LaSalle; Central Atlanta Neighborhoods; City of Atlanta; and Historic District Development Corporation; and

Whereas, the Atlanta City Council is appreciative of the gesture by Blue Cross Blue Shield Association and is willing to grant Blue Cross Blue Shield Association authority to place its logo on each of the nine (9) donated scoreboards, as well as, allowing the Blue Cross Blue Shield Association and the above cited ten (10) companies/organizations to place their names on a free standing sign located only in Central Park.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

Section 1: That the Mayor be and is hereby authorized on behalf of the City of Atlanta, Georgia to accept Blue Cross Blue Shield Association's donation of nine (9) scoreboards for use at eight (8) City Parks, Anderson Park; Coan Park; Butler Park; Cleveland Park; Pittman Park; Langford Park; Zaban Park and Central Park at an amount valued at



\$42,116.00, and a free standing sign in Central Park with the names of ten (10) companies/organizations affixed to said sign in the names of the National Football League Grassroots Program and the Local Initiatives Support Corporation; Atlanta Falcons; Hardin Construction; United Way of Metropolitan Atlanta; Cousins Properties; Hughes, Good, O'Leary, and Ryan; Jones, Lang, LaSalle; Central Atlanta Neighborhoods; City of Atlanta and Historic District Development Corporation.

Section 2: That in exchange for its donation, Blue Cross Blue Shield shall be permitted to place its corporate logo on each of the nine (9) donated scoreboards located in the eight (8) identified City Parks and the free standing sign in Central Park, along with the companies/organizations being able to affix their names to the free standing sign only in Central Park, as identified above in Section 1.

A true copy,

Phonda Daughtry Johnson
Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

AUG 16, 2004
AUG 20, 2004

04-R-1306
 (Do Not Write Above This Line)

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ADOPTED BY
 AUG 16 2004
COUNCIL

- CONSENT REFER**
- REGULAR REPORT REFER**
- ADVERTISE & REFER**
- 1st ADOPT 2nd READ & REFER**
- PERSONAL PAPER REFER**

Date Referred _____
 Referred To _____
 Date Referred _____
 Referred To _____
 Date Referred _____
 Referred To _____

First Reading
 Committee _____
 Date _____
 Chair _____
 Referred to _____

Committee CP/R
 Date 7/27/04
 Chair _____
 Actions _____
 Fav, Adv, Held (see rev. slide) _____
 Others On condition
 Members Atisha Archibald
Marcell Murphy
Dustin Starnes
Clara W. Daniels
 Refer To _____

Committee _____
 Date _____
 Chair _____
 Actions _____
 Fav, Adv, Held (see rev. slide) _____
 Others _____
 Members _____
 Refer To _____

FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd
 Readings
 Consent V Vote RC Vote

CERTIFIED
CERTIFIED
 AUG 16 2004
 ATLANTA CITY COUNCIL PRESIDENT
[Signature]

MAYOR'S ACTION
APPROVED
 AUG 20 2004
[Signature]
MAYOR