

Exhibit A
Statement of Work

Tourism Promotion - _____, contract amount not to exceed \$_____

To fulfill the terms of its Lodging Tax Agreement with the City of Port Orchard, the _____ (Organization) will provide the following service to promote the City and attract and welcome tourists during 2022:

**[Insert Statement of Work as provided by Section 4a of the Lodging Tax Application.
To be completed by Organization]**



EXHIBIT C

JLARC Municipality Reporting - 2022 *Port Orchard*

DUE JANUARY 31, 2023

Activity	Attendance Information			
Activity Name: <input style="width: 100%;" type="text"/>	Overall attendance:	Projected	Actual (Estimated)	*Methodology (See description page)
Organization Name: <input style="width: 100%;" type="text"/>	Notes:	<input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	<input style="width: 100%;" type="text" value="Select One"/>
**Activity Type (see glossary page): <input style="width: 100%; text-align: center;" type="text" value="Event/Festival"/>	Attendees who traveled:			
Activity Date: Start Date: <input style="width: 50px;" type="text"/> End Date: <input style="width: 50px;" type="text"/>	50 miles or more:	<input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	<input style="width: 100%;" type="text" value="Select One"/>
Funds Requested: \$ <input style="width: 50px;" type="text"/>	Out of State or Country:	<input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	<input style="width: 100%;" type="text" value="Select One"/>
Awarded: \$ <input style="width: 50px;" type="text"/>	Notes:			
Total Cost of Activity: \$ <input style="width: 50px;" type="text"/>	Attendees who stayed overnight:			
	In Paid accommodations:	<input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	<input style="width: 100%;" type="text" value="Select One"/>
	In Unpaid accommodations:	<input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	<input style="width: 100%;" type="text" value="Select One"/>
	Notes:			
	Paid lodging nights:			
	Notes:	<input style="width: 50px;" type="text"/>	<input style="width: 50px;" type="text"/>	<input style="width: 100%;" type="text" value="Select One"/>

Comments:

Glossary for Activity Type/Attendance/Lodging Nights

Activity Types:

- | | |
|--|---|
| 1. <i>Marketing and Operations of Event/Festival</i> | Encompasses specific activities such as fairs, festivals, celebrations, etc. designed to attract tourists |
| 2. <i>Tourism Marketing</i> | Encompasses activities which advertises the City of Port Orchard. If lodging funds were used to advertise for a specific event/festival, the expenditure falls under the "Event/Festival" Category. |
| 3. <i>Facility</i> | Encompasses activities related to facility acquisitions, upkeep, renovation, etc. |

Definitions:

- | | |
|----------------------------|---|
| <i>Activity Start Date</i> | Enter the date the activity began. |
| <i>Activity End Date</i> | Enter the date the activity ended. |
| <i>Funds Requested</i> | Enter the amount of lodging tax funds that was requested on the application. |
| <i>Funds Awarded</i> | Enter the amount of lodging tax funds ultimately awarded to the organization. |
| <i>Total Activity Cost</i> | Enter the total cost of the activity. |

Attendance Information:

- | | |
|---|---|
| <i>Overall Attendance, Projected</i> | Enter the total number of people projected to attend the activity listed on the Lodging Tax application.

If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign <i>or</i> an expenditure related to facilities), enter "N/A". |
| <i>Overall Attendance, Actual (Estimated)</i> | Enter the total number of people who attended the activity. Organizations using lodging tax funds should quantify the number of attendees.

If lodging tax funds were used <i>for</i> an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign <i>or</i> an expenditure related to facilities), enter "N/A". |
| <i>Overall Attendance, Method</i> | Enter the method used to determine the overall number of people to attend the activity. |
| <i>Note</i> | Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.) |

- | | |
|--|--|
| <i>Attendance, 50+ Miles, Projected</i> | Enter the number of people projected to travel a distance of over 50 miles to attend the activity listed on the Lodging Tax application.

If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign <i>or</i> an expenditure related to facilities), enter "N/A". |
| <i>Attendance, 50+ Miles Actual (Estimate)</i> | Enter the total number of people who traveled more than 50 miles to attend the activity.

If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign <i>or</i> an expenditure related to facilities), enter "N/A". |
| <i>Attendance, 50+ Miles Method</i> | Enter the method used to determine the number of people who traveled more than 50 miles to attend the activity. |

- | | |
|--|---|
| <i>Attendance, Out of State/Out of Country, Projected</i> | Enter the number of people projected to travel from out of the state or country to attend the activity listed on the Lodging Tax application.

If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign <i>or</i> an expenditure related to facilities), enter "N/A". |
| <i>Attendance, Out of State/Out of Country, Actual (Estimated)</i> | Enter the total number of people who traveled from out of the state or country to attend the activity.

If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign <i>or</i> an expenditure related to facilities), enter "N/A". |
| <i>Attendance, Out of State/Out of Country Method</i> | Enter the method used to determine the number of people who traveled out of state or country to attend the activity. |

Note Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, information survey, etc.).

Lodging Information:

Attendance, Paid for Overnight Lodging, Projected Enter the number of people projected to pay for overnight lodging while attending the activity listed on the Lodging Tax application. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter N/A (such as a general marketing campaign or an expenditure related to facilities), enter N/A

Attendance, Paid for Overnight Lodging, Actual (Estimated): Enter the total number of people who paid for overnight lodging while attending the activity. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter N/A (such as a general marketing campaign or an expenditure related to facilities), enter N/A

Attendance, Paid for Overnight Lodging, Method Enter the method used to determine the number of people who paid for overnight lodging while attending the activity.

Note Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.)

Attendance, Unpaid Overnight Lodging, Projected Enter the number of people projected to attend the activity without paying for overnight lodging listed on the Lodging Tax application. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter N/A (such as a general marketing campaign or an expenditure related to facilities), enter N/A

Attendance, Unpaid overnight Lodging, Actual (Estimated) Enter the total number of people who attended the activity without paying for overnight lodging. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter N/A (such as a general marketing campaign or an expenditure related to facilities), enter N/A

Attendance, Unpaid Overnight Lodging, Method Enter the methods used to determine the number of people who attended the activity without paying for overnight lodging.

Paid Lodging Nights, Projected Enter the number of projected lodging nights associated with this activity listed on the Lodging Tax application. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter N/A (such as a general marketing campaign or an expenditure related to facilities), enter N/A

Paid Lodging Nights, Actual (Estimated): Enter the total number of lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter N/A (such as a general marketing campaign or an expenditure related to facilities), enter N/A

Paid Lodging Nights, Method Select the method used to determine the number of lodging nights.

Note Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.)

Methodology Descriptions

Select the methodology used to estimate the attendance information.

Direct Count:

Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses such as hotels, restaurants, or tour guides likely to be affected by an event.

Indirect Count:

Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey:

Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey:

Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate:

Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

EXHIBIT D



Standards
Guidelines
City of Port Orchard
Washington
Contract No. 034-14

Submitted by
Ambrosini Design
February 2015



**PORT ORCHARD:
SCENIC LIFE BY THE SEA
IN A SMALL TOWN
COMMUNITY**

The logo expresses this unique spirit. The interplay between the water, the sky and the land is represented in the relationships of graphic elements:

Contrasting yet harmonious use of color and typography are employed for the words "port" and "orchard".

The lower edges of the letterforms of the word "Orchard" suggesting the shoreline underscore the important relationship of the town to the water and accentuate the rhythm of the waving lines.

The two waving forms create the sense of water movement, tide lapping, and boat wakes as well as offer a suggestion of celebration like streamers in the wind. Their woven relationship refers to the community interchange.

**CORRECT USE OF THE
PORT ORCHARD LOGO**

The spacing, colors, fonts and size relationships shown must be maintained. Please use the digital file provided only. Do not attempt to recreate the logotype. The logo is created with custom-crafted type forms which can never be replaced by a font.

The wave forms can also be used as accent design elements. See page six for details.

FULL COLOR
PREFERRED
VERSION







GRAY SCALE



ONE COLOR LINE ART



PORT ORCHARD
COLOR PALETTE

				
CMYK	Port: 76 C 20 Y	Orchard: 79 C 52 Y	Wave Green: 36 C 7 M 94 Y 1 K	Wave Aqua: 57 C
RGB	Port: 0 R 160 G 219 B	Orchard: 61 R 117 G 186 B	Wave Green: 173 R 195 G 64 B	Wave Aqua: 82 R 202 G 245 B
PANTONE	Port: PMS 2995U	Orchard: PMS 300U	Wave Green: PMS 397U	Wave Aqua: PMS 305U

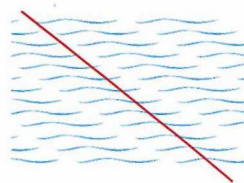
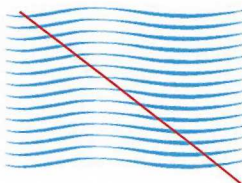
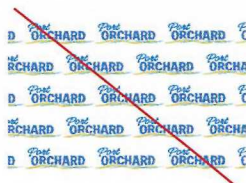
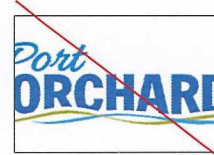
APPROVED VERSIONS AND
USAGE OF PORT ORCHARD
LOGO

- b. Use the full color version of the logo whenever possible. If color reproduction is not available, use either the grayscale option or line art options provided.
- c. Black is the preferred line art option. When using the white line art option follow these guidelines, maintaining the clear space specified on page five. The background can be black or one of the four palette colors. The white logo may be placed over a photo where there is sufficient contrast between the logo and the photo. See example. Only the white line art option can be used on a background other than white. The color, grayscale and black options must be placed on a white field using the clear space specified on page five.

PORT ORCHARD COLORS

- a. These four colors provide the palette for all printed applications. When used separately from the logo, these colors can be lightened or darkened if necessary. See examples on page six.

PROHIBITED



PROHIBITED USE OF THE PORT ORCHARD LOGO

- a. Do not attempt to recreate the logotype. The logo is created with custom-crafted type forms which can never be replaced by a font or reproduction.
- b. The Port Orchard logo is comprised of three distinct elements: the word "Port", the word "ORCHARD" and the wave forms. No alterations may be made to this configuration. The typography of the Port Orchard logo can never be used separately from the waves. Do not change the size relationship, location of the words or rotation of the type. In logo use, the waves must not be altered in any way.
- c. Do not add extraneous effects, crop, compress or stretch, distort, outline, sew or rotate the logo or any of its parts in any way.
- d. Do not use the logo or any of its parts as a repeating pattern.
- e. Never crop or place anything on, under, or in front of the logo mark. The logo is never transparent or translucent.
- f. The Port Orchard logo may only be used in the specified colors, grayscale, black or line art as shown on page three. Use only the official files provided.
- g. No shape other than a white rectangle should be used for the color version of the logo, when a container shape is necessary. If the logo is being used in white, Follow the clear space guidelines on page five and the color background guidelines on page three.

CLEAR SPACE SPECIFICATIONS



TYPOGRAPHY

ITC Century Light
Text, subheadings

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz

Franklin Book Gothic
Headings and Captions

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

PLACEMENT

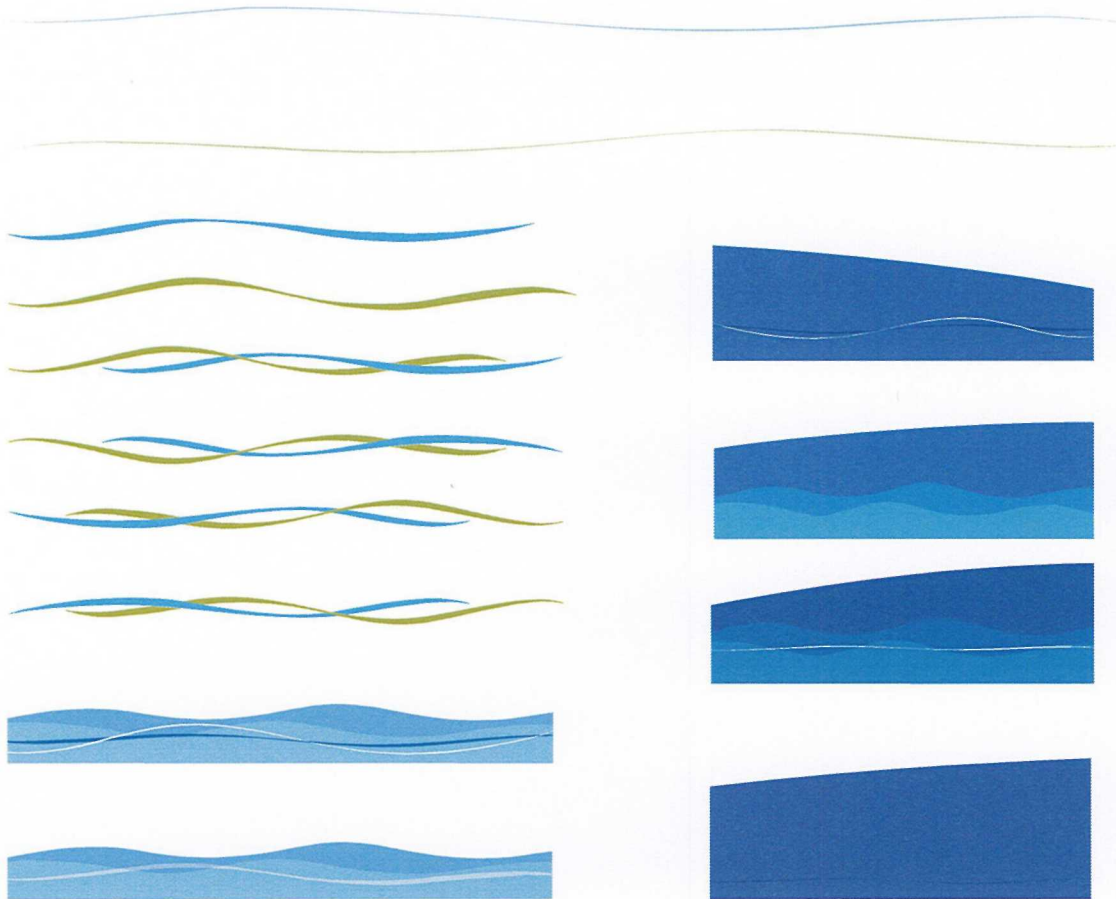
- Minimum clear space surrounding the logomark must be maintained as shown. Measurements are calculated using a square that is 12% the width of the logo in use.
- The logomark should be placed where there are no visual distractions interrupting it or its clear space. No text, graphic element, stitching, edge etc. should interfere with that clear space.

TYPOGRAPHY

ITC Century Light
Franklin Gothic Book

- In text usage apply the following preferences:
The primary font for text and subheadings is ITC Century Light. The primary font for headings and captions is upper case Franklin Book Gothic.
- Consistent and exclusive use of these fonts is critical in reinforcing the continuity of the Port Orchard look and feel.

WAVE ELEMENTS



DESIGN ELEMENTS

- a. The waving lines can be used separately from the logomark as design devices.
- b. The value of the color can be darkened or lightened for optimum effect, remaining within the family of colors specified in the palette on page three.

CITY POLICY FOR USE OF CITY OF PORT ORCHARD'S WAYFINDING LOGO

The City of Port Orchard Wayfinding Logo is a registered official mark protected by the City of Port Orchard, Washington. The logo, including any facsimile thereof, is intended for use by authorized agents or employees of the City of Port Orchard in conducting the official business of the City. Use of the City logo is limited to City contractors working on City projects or agencies such as the Chamber of Commerce and the Kitsap Peninsula Visitor and Convention Bureau to promote City activities. The logo shall not be used for political or unauthorized commercial purposes. The logo may not be used by third parties on any published material or resource without the prior written permission of the City. **Duplication and use without permission is prohibited by law.**

INTERNAL CITY USE: Pursuant to POMC 1.22, the Wayfinding Logo is to be used for official City business – for example, City communications, merchandise, facilities, signage, events and services. Please consult the City Clerk's Office if you have questions about the appropriate use of the Wayfinding Logo for official City business.

EXTERNAL USE: There are limited circumstances under which third parties may be granted permission to use the City logos on a case-by-case basis for reproduction (for example, on websites, publications, print materials, email, products and signage). Any use that falls outside of the policy specifications is strictly prohibited. Any assumption of use, including past usage, is unacceptable. To protect the City's valuable property rights inherent in the Wayfinding Logo, City staff must govern its limited use by third party entities in a professional, consistent manner.

With the exception of government agencies and public institutions, inaugural or one-time programs and events primarily sponsored by third parties that are unfamiliar to the City or without a direct collaborative history with the City are ineligible to use the Wayfinding Logo. These parameters help the City manage community expectations and protect the City's public image by building and assessing new relationships with third party entities over time. Permission to use the City logos is a privilege and requires direct, written City approval in every case.

I. Information on External Use of Wayfinding Logo

Trademarked Logo. The City of Port Orchard's trademarked Wayfinding Logo is a valuable asset. Following the City's Use Guidelines helps the City protect valuable trademark rights and strengthens our brand identity. By using the logo, you are acknowledging that the City is the sole owner of the trademark and promising that you will not interfere with the City's rights in the trademark, including challenging the City's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any City trademark. The goodwill derived from using the logo exclusively inures to the benefit of and belongs to the City. Except for the limited right to use as expressly permitted herein, no other rights of any kind are granted hereunder, by implication or otherwise.

Need for a License. Use, reproduction, copying, or redistribution of the logo is strictly prohibited without a written trademark annual license agreement from the City. If you do not have an existing agreement with the City, you do not have permission to use the logo. The terms and conditions set forth in a license agreement are for those individuals/entities/organizations who have obtained permission to use the logo in promotional materials, or on products and packaging that are subject to a cross-promotional agreement with the City. The terms of an express written license agreement with the City make up your rights and obligations regarding use of the logo.

Fair Use. Limited fair use of the logo is permissible in referring to the City, for example in a magazine article, without our permission, provided you follow standard trademark usage practice and provide proper attribution. All other uses require written permission.

II. Procedure for Applying for External Use of Wayfinding Logo

Organizations requesting permission to use the Wayfinding Logo shall submit the application form available from the City Clerk's Office. The Mayor or his/her designee shall consider (as appropriate) any of the following criteria to evaluate the merits of the third party entity's proposal and the benefit to the City of co-branding an event or program with the third party entity:

- Demonstrated commitment to the City's mission, core values, City's Strategic Business Plan, and City's Strategic Plan for Children, Youth and Families;
- Impact on City core services, operations, assets, and facility resources;
- Financial viability;
- Media exposure value for key City messages;
- Economic impact (for example, alternative funding sources gained for City priority programming and services);
- Protection of the city's best interests in the short/long term;
- Project timelines;
- Third party entity's experience, qualifications, and reputation;
- Communications strategy;
- Other relevant criteria as determined by the Mayor or his/her designee.

The Mayor or his/her designee shall review all applications for approval, modification or denial. Any applicant may appeal the Mayor's decision to the City Council within fourteen (14) days of receiving written notice of the Mayor's decision. To the extent feasible, the City Council will consider the appeal at the next regularly scheduled City Council meeting. The City Council's determination shall be final.

III. Use Guidelines

The Mayor or his/her designee shall ensure the following guidelines for the use of the Wayfinding Logo are adhered to:

1. General Guidelines:

- Reproduction of the Wayfinding Logo shall adhere to the City's Reproduction Guidelines set forth below; improper use may result in termination of the trademark license agreement and disallow future use of the Wayfinding Logo.
- Third party entities must submit a pre-event copy of final artwork for approval by the City Clerk's Office. Review will be completed within 2 Business days of submitting to the City.
- City logos do not imply endorsement or sponsorship of any kind.
- Unacceptable use of the Wayfinding Logo include:
 - Use that advocates or promotes the sale or use of tobacco, alcohol, controlled substances, firearms or weapons;
 - Partnership agreements with retail, food or pharmaceutical establishments that may sell, in part, tobacco, alcohol, controlled substances, firearms or weapons (for example: Target, Big 5 Sporting Goods) shall be permitted provided that the City's collaboration with such establishments may not relate to, advertise or promote the prohibited items.
 - Use that promotes pornography, obscenity, indecency or other material offensive to the prevailing community standards or persons with ordinary sensibilities;
 - Use that promotes adult-oriented businesses;
 - Use that promotes religious messages or advocates or promotes religious beliefs;
 - Use that promotes, or supports or opposes, any political candidate or ballot measure;
 - Use that promotes or supports political messages not endorsed by the City Council; and
 - Use that in any way denigrates the City of Port Orchard or its operation, or its officers, agents or

employees.

2. Reproduction Guidelines:

- **Proper Use.** The following are the City's Reproduction Guidelines for the proper use of the logo. Any use of the logo that is inconsistent with these guidelines, or other unauthorized uses of the logo that are confusingly similar to the City's trademark, may violate the City's trademark rights. Any use of the logo other than under a license agreement with the City may violate the City's rights. The City's logo or any other stylization of its trademark should never be used without the express written permission of the City.
- **Do Not Create Composite Marks.** The logo must not appear to be part of any other mark (whether words or graphics). Do not incorporate the logo into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to the City Mark.
- **Graphic Elements.** The logo should be used only as provided by the City following obtaining permission from the City to do so. The logo may only appear with the words, logotype, graphic elements, and spacing approved for use, and may not be modified. See Guidelines Standards attached as Exhibit A.
- **Variations of Logo.** You may not use a variation of the City's logo. Variations of the logo may confuse others as to the source of goods or services bearing the altered mark, and such uses may infringe the City's trademark rights and be actionable under relevant law. Do not join the logo to other words, symbols or numbers, either as one word or with a hyphen. Do not use a phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of the logo for any purpose. Do not portray the logo in a negative, false, disparaging or derogatory light. Always use the proper spelling.
- **Changes to Logo.** The logo may not be distorted, and if the colors versions listed below are being used they may not be changed in any way. If you have a special request, please submit it via email or in writing to the City Council/Mayor/City Clerk or designee.
 - "PORT", Pantone 2995
 - "ORCHARD", Pantone 300
 - Wave Green, Pantone 397
 - Logo Wave Aqua, Pantone 305
- **Proper Notice and Attribution.** Use the appropriate trademark symbol and trademark acknowledgment of City ownership of the City's logo.

Prohibited Uses. The City does not permit use of the logo in the following ways:

- as part of another trademark;
- to identify services that are not the City's;
- in a manner likely to cause confusion between products and services of the City and those of another entity;
- in a manner that inaccurately implies that the City sponsors or endorses or is otherwise affiliated with other activities, products, or services;
- in connection with goods or services which, in the City's judgment, may diminish goodwill in the logo, including, for example, uses which could be deemed to be obscene, pornographic, violent, or otherwise in poor taste; or
- in connection with any unlawful activities or to encourage unlawful activities.

City Review. The City reserves the right to review all uses of its logo by others and to conduct periodic spot checks of such use. Upon request from the City, you must provide a copy of any product, packaging, or other materials bearing the logo. You must correct any deficiencies in the use of the logo and/or the quality of the product or service used in conjunction with the logo upon reasonable notice from the City. Refusal to correct such deficiencies may result in revocation of the license to use the logo. If you are interested in obtaining permission to use the City logo, or if you have any questions regarding these guidelines, please contact the City Clerk's office.

IV. Terms and Conditions for Use of the Wayfinding Logo

When permission is given by the City to use the logo, such use must also be in line with the following terms and conditions, and the permittee must sign a trademark license agreement with the City for such use.

- The logo is to be maintained as a symbol of the coordinated identification of community services, points of interest, and events.
- Permission for use of the logo may only be provided by the City Council/Mayor/City Clerk or designee.
- Use of the logo is restricted to community events in Port Orchard that are open to public participation, and merchandise sales that promote the City of Port Orchard and/or the community events.
- Any other use of the logo must be approved by the City Council/Mayor/City Clerk or designee.
- The individual/entity/organization receiving permission to use the logo shall not grant permission to any other individual/entity/organization to use the logo.
- The City of Port Orchard reserves the right to approve or deny the use of the logo by any individual/entity/organization.
- Use of the logo which could be considered to express or imply any endorsement of any political candidate is strictly prohibited.
- The logo shall be used only in connection with marketing for the City of Port Orchard. It may not be used solely to market any other entity.
- The logo shall not be used in any manner which is deceptive or which would bring the logo or the City of Port Orchard into disrepute.

V. License Agreement

Third party entities granted permission to use the Wayfinding Logo for approved activities shall sign an annual Trademark License Agreement accepting the City's terms and conditions of such use.

Not-for-profit organizations recognized by the City, State of Washington and/or United States may be granted use of the Wayfinding Logo without a license fee in connection with merchandise for sale.

For-profit corporations granted permission to use the Wayfinding Logo in connection with merchandise for sale shall be required to pay an annual license fee. The license fee is an annual fee of One Hundred Dollars (\$100.00). The for-profit corporation shall register the City of Port Orchard as the point of sale for said merchandise.

Recipients of Lodging Tax funds will not be required to submit an application form or pay a license fee to use the Wayfinding Logo; however, such recipients are still required to follow the City's Use Guidelines and to sign a Trademark License Agreement with the City.