City of Joplin City Council Agenda Item

Requested Council Meeting Date: September 19, 2016

ITEM: Council Bill No. 2016-610. This Council Bill approves the license agreement between the City of Joplin and TwelveOne Race Management, licensing the intellectual property of the Mother Road Marathon for the purpose of hosting the Marathon in 2017.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: License Agreement

DEPARTMENT HEAD:	Patrick W. Tuttle	DATE:
CITY MANAGER:	Sam Anselm	DATE:
CITY ATTORNEY:	Peter C. Edwards	DATE:

INTRODUCTION:

This License Agreement sets forth the conditions under which TwelveOne Race Management is allowed to use the Mother Road Marathon® intellectual property, for the purpose of hosting and promoting the Marathon in 2017.

SUMMARY:

TwelveOne Race Management brings the skills and distance running client data-based necessary for the Mother Road Marathon to become a signature event for the region, as it was envisioned. The agreement to use Intellectual Property includes in part, the city-owned registered name, logo, designs, images, and social media accounts.

The Joplin Convention & Visitors Bureau (JCVB) will have a marketing partnership role alongside TwelveOne Race Management, as well as representation with the other six Route 66 host communities.

RECOMMENDATION:

The JCVB Staff recommends the Joplin City Council approval this License Agreement for the 2017 race year.

ATTACHMENTS:

City of Joplin License Agreement.