



Request for City Council Committee Action from the Department of

Date: June 18, 2008

To: Don Samuels, Chair, Public Safety and Regulatory Services Committee

Referral to: Paul Ostrow, chair, Ways & Means/Budget Committee

Subject: Agreement between the Minneapolis Fire Department and Cardiac Science to enter into a Marketing Partnership to promote the City's Project Heartbeat program to save lives through early defibrillation; and with a Marketing Partnership arrangement, Cardiac Science will pay certain marketing support payments and marketing fees to the City.

Recommendation: Approve and authorize the Minneapolis Fire Department to enter into a (1) year agreement with Cardiac Science Corporation beginning January 1, 2008, for a Marketing Partnership arrangement. Cardiac Science will pay certain marketing support payments and fees to the City in exchange for access to the commercial marketing potential associated with the City. The arrangement will allow Cardiac Science to assist the City in its continued promotion of the Project Heartbeat Program.

Approve and authorize revenues from the Cardiac Science agreement in an estimated amount of \$60,000, and increase the Fire Department appropriation to Fund 00100 Department 2800400 in the estimated amount of \$60,000. Approve a Revenue Source increase of \$60,000 to Fund 00100 Department 2800400 Revenue Source 375504.

Previous Directives:

City Council Resolution 2004R-167 established the Minneapolis Project Heartbeat program to make the City of Minneapolis "Heart Safe" to save lives through early defibrillation; and approved a one year (1) agreement between the City and Cardiac Science to allow Cardiac Science to assist the City in its promotion of the Project Heartbeat program and to pay the City marketing support payments and fees to the City in exchange for access to the commercial marketing potential associated with the City.

City Council Resolution 2006R-386 initiated a new marketing partnership between the City of Minneapolis and Cardiac Science. The original agreement (Resolution 2004R-167) was for one year only and a new agreement was negotiated between the two parties.

City Council Resolution 2007R-072 amended Resolution 2006R-386 to allow for an additional year extension of the authorized contract.

Prepared by: Approved by: Presenters in Committee:
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Reviews

- Permanent Review Committee (PRC): Approval ____ Date _____
- Civil Rights Approval Approval ____ Date _____
- Policy Review Group (PRG): Approval ____ Date _____

Financial Impact

- No financial impact
- Action requires an appropriation increase to the ____ Capital Budget or **XXX** Operating Budget
- Action provides increased revenue for appropriation increase **XXX**
- Action requires use of contingency or reserves
- Action is within the Business Plan
- Action requires a change to the Business Plan
- Other financial impact
- Request provided to the Finance Department when provided to the Committee Coordinator

Community Impact

- Neighborhood Notification
- City Goals
- Comprehensive Plan
- Zoning Code
- Other

Supporting Information