CITY of ALBUQUERQUE TWENTY SECOND COUNCIL

| СО | UNCIL | L BILL NO. R-16-107 ENACTMENT NO. |
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| SPONSORED BY: Dan Lewis and Ken Sanchez | | |
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| | 1 | RESOLUTION |
| | 2 | RESERVING FUNDS WITHIN THE COUNCIL PROJECTS FUND FOR THE |
| <u> Bracketed/Underscored Material</u>] - New [Bracketed/Strikethrough Material] - Deletion | 3 | PURPOSE OF INCREASING PROVIEW'S COVERAGE OF LOCAL HIGH |
| | 4 | SCHOOL SPORTS. |
| | 5 | WHEREAS, ProView Networks are the official broadcast partner for the New |
| | 6 | Mexico Activities Association, The New Mexico High School Coaches |
| | 7 | Association, New Mexico Young American Football League (NMYAFL), |
| | 8 | Albuquerque Youth Basketball League (AYBL), Rio Rancho Public Schools |
| | 9 | Athletics and Albuquerque Public Schools Athletics, promoting youth |
| | 10 | athletics by providing high-quality coverage of local sporting events in our |
| | 11 | community; and |
| | 12 | WHEREAS, ProView Networks is a privately funded organization supported |
| | | by advertising and sponsorships from local businesses and institutions; and |
| | 14 | WHEREAS, local sporting events such as baseball, basketball, football, |
| | 15 | soccer, and wrestling are broadcast on Comcast channel 26 and |
| | 16 | Proviewnetworks.com; and |
| | 17 | WHEREAS, over 200,000 people in Albuquerque have access to Comcast |
| | 18 | channel 26, and Proviewnetworks.com had 856,721 page views and 327,418 |
| | | unique visits in 2013; and |
| | 20 | WHEREAS, ProView broadcasts 14 to 18 live games and original talk shows |
| | 21 | every week and re-broadcasts each game and talk show two to three times per |
| | 22 | week, resulting in sponsors' 30-second spots being aired a minimum of 50 |
| | 23 | times and a maximum of 74 times every week during the season. |
| | 24 | BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF |
| | 25 | ALBUQUERQUE: |

The Council shall reserve \$25,000 within the Council Projects activity for the purpose of sponsoring one season of ProView Networks' broadcasts of local youth sports.

Bracketed/Underscored Material] - New

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