



City of Cambridge

1.

IN CITY COUNCIL

February 1, 1993

COUNCILLOR WALSH
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY
COUNCILLOR MYERS
COUNCILLOR WOLF

WHEREAS: In the January 18, 1993, edition of the Nation's Cities Weekly, an article appeared stating that the City of Atlanta, Georgia has entered into an agreement with Visa USA whereby the City of Atlanta has made Visa the official credit card for years in exchange for \$2 million in cash and the remaining \$1 million in in-kind services to mostly include marketing activities to promote the City; and

WHEREAS: The City of Cambridge is facing a financial dilemma in order to fund such projects as the rehab of deteriorating rent control property, the new CASPAR Shelter or building of affordable housing for low-income people and at the same time, not to add additional increases in taxes to citizens; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to contact Visa USA or any other major credit company to see if a plan similar to the above outline "Atlanta-Visa USA" plan can be developed with the City of Cambridge, and, if so, that the Manager begin these negotiations with the purpose in mind of setting these funds aside for a new CASPAR Shelter or the Affordable Housing Fund for the purpose of rehabing rent control property or building affordable housing for the extremely low-income people and in-kind contributions be used to develop a public relations office for the benefit of citizens and visitors so that the positive attributes that are offered and provided by the City can be known to all.

In City Council February 1, 1993.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:- *D. Margaret Drury*

D. Margaret Drury
City Clerk

Atlanta Offered \$3 Million to Make VISA Official Card of the City

by Denise Baker

In a proposed arrangement, the city of Atlanta, the Atlanta Convention and Visitors Bureau (ACVB) and Visa USA entered a joint agreement that designates the credit card company the "Official Card of Atlanta" and boosts the city's finances by \$3 million. The agreement will go before the Atlanta Council next week for final approval.

The agreement is being called a "marketing milestone" for the city. Under the terms of the multi-million dollar arrangement, Visa becomes the official credit card for five years and will sponsor major marketing programs for the city of Atlanta.

Visa is donating \$3 million worth of services, of which \$2 million is in cash and the remaining \$1 million will be in the form of inkind services to mostly include free advertising. The city government will receive 20 percent of funds for direct marketing activities to promote the city. The remaining money will go to the Atlanta Convention and Visitors Bureau toward additional marketing programs.

"Never before," said Atlanta Mayor Maynard Jackson, "have a city and a private corporation joined together in a marketing partnership such as this one. Atlanta and Visa have always been at the forefront of positive and new developments and, as a result, it is only natural that we should take this important step forward together."

Plans are to market the city of Atlanta worldwide and will include Visa's sponsorship of programs such as media advertising, promotion of the ACVB media guide and media center and a new Atlanta attractions map and guide. The joint venture is especially timely as Atlanta prepares to host the 1996 Olympics.



City of Cambridge

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IN CITY COUNCIL

January 28, 1993

COUNCILLOR WALSH
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

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WHEREAS, the City of Cambridge is facing a financial dilemma in order to fund such projects as the rehab of deteriorating rent control property, the new Caspar shelter or building of affordable housing for low-income people and at the same time, not to add additional increases in taxes to Citizens.

RESOLVED, That the City Manager be requested to contact Visa USA or any other major credit company to see if a plan similar to the above outlined "Atlanta-Visa USA" plan can be developed with the City of Cambridge and, if so, that the Manager begin negotiations with the purpose in mind of setting these funds aside for a new Caspar shelter or the Affordable Housing Fund for the purpose of rehabing rent control property or building affordable housing for the extremely low-income people and in-kind contributions be used to develop a public relations office for the benefit of Citizens and visitors so that the positive attributes that are offered and provided by the City can be known to all.

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myra walsh

NON-CONSENT ORDER #1

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Councillors Walsh, Russell, Sullivan &
Toomey re: Participation in the "Atlanta
Visa USA Program".

InCity Council,

February 1, 1993

Order Adopted