

RESOLUTION APPROVING ENCROACHMENT AGREEMENT BETWEEN THE CITY OF
GREENSBORO AND DOWNTOWN GREENSBORO, INC. TO ALLOW THE
INSTALLATION OF ENGRAVING/ETCHINGS OF "LOVE GREENSBORO" MARKS IN
CITY SIDEWALKS

WHEREAS, Downtown Greensboro, Inc. is sponsoring a grassroots marketing campaign named "Love Greensboro;"

WHEREAS, the purpose of the Downtown Greensboro, Inc.'s "Love Greensboro" marketing campaign is to generate strong and lasting community pride and loyalty, educate people about Greensboro, stimulate new, interesting and unique businesses, and stimulate tourism and economic growth and development.

WHEREAS, as part of its marketing campaign, Downtown Greensboro, Inc. has asked the City of Greensboro for permission to install "Love Greensboro" marks in City sidewalks by means of engraving and/or etching, and these marks will be flush with the sidewalk and read in the direction of the flow of traffic so that they will not pose any additional risks to the public.

WHEREAS, Downtown Greensboro, Inc. will pay the costs to design and install these marks from donations made by donors to the Love Greensboro campaign.

WHEREAS, the City has approved the design of the mark which is attached as Exhibit A to this Resolution, and this design will include the name of the donor and the date of the donation only. Only the name of the donor as listed on the donor's birth certificate will be approved, and the City has the full discretion as to whether to approve any such name.

WHEREAS, the City will own these marks once installed in the City's sidewalks and the City shall have complete discretion as to when or how to maintain, repair, or replace the design in the event it is damaged or defaced.

WHEREAS, The Director of Transportation approves the installation of these design marks in the City's sidewalks.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
GREENSBORO:

1. That the City Council authorizes the City Manager to execute an Encroachment Agreement in conformity with this Resolution between the City of Greensboro and Downtown Greensboro, Inc. to install etchings/engravings of "Love Greensboro" marks in City sidewalks to promote its Love Greensboro Campaign.