



LORAIN CITY COUNCIL

Committee Agenda

Monday, April 27, 2026 @ 5:30 p.m.

PARKS & RECREATION COMMITTEE, Ms. Kempton, Chm.

- a. Discussion regarding a proposed ordinance authorizing the Safety/Service Director to enter into an agreement w/ Brightspeed Broadband, LLC for sponsorship of the Lorain Parks & Rec Dept's mural beautification project.



CITY OF LORAIN

City Council Committee Meeting

a.

Meeting Date: 04/27/2026

Submitted by: Michele Beko, Law Office Admin

AGENDA ITEM DESCRIPTION OR LEGISLATION TITLE

AN ORDINANCE AUTHORIZING THE SAFETY/SERVICE DIRECTOR TO ENTER INTO AN AGREEMENT WITH BRIGHTSPEED BROADBAND, LLC FOR SPONSORSHIP OF THE LORAIN PARKS & RECREATION DEPARTMENT'S MURAL BEAUTIFICATION PROJECT AND DECLARING AN EMERGENCY

PURPOSE AND BACKGROUND:

AUTHORIZING THE SAFETY/SERVICE TO ENTER INTO AN AGREEMENT WITH BROADBAND, LLC & THE PARKS AND RECREATION TO SEEK SPONSORS TO ENGAGE IN PARK MURAL DESIGNS

RECOMMENDATION TO COUNCIL:

CONSIDERATION FOR PASSAGE

Admin Only (descrip. for agenda)

Discussion regarding a proposed ordinance authorizing the Safety/Service Director to enter into an agreement w/ Brightspeed Broadband, LLC for sponsorship of the Lorain Parks & Rec Dept's mural beautification project.

Attachments

ORDINANCE
EXHIBIT "A"

VOTE ON PASSAGE					
	AYE	NAY		AYE	NAY
Springowski			Torres		
Dimacchia			Gonzalez		
Fallis			Arroyo		
Drwal			Bearer		
Kempton			Thornsberry		
Carter			Arredondo		

ORDINANCE NO. _____

AN ORDINANCE AUTHORIZING THE SAFETY/SERVICE DIRECTOR
TO ENTER INTO AN AGREEMENT WITH BRIGHTSPEED
BROADBAND, LLC FOR SPONSORSHIP OF THE LORAIN PARKS &
RECREATION DEPARTMENT'S MURAL BEAUTIFICATION PROJECT AND
DECLARING AN EMERGENCY

WHEREAS, the Lorain Parks & Recreation Department has undertaken a Park Mural Beautification Project and is seeking sponsorships & donations to defray the Project costs; and;

WHEREAS, the Lorain Parks & Recreation Department is seeking sponsorships which will authorize sponsors to engage in Park Mural designs and to have sponsors prominently described in the Park Murals; and

WHEREAS, Brightspeed Broadband, LLC has agreed to sponsor the Mural Beautification Project upon the terms and conditions set forth in the Letter Agreement appended hereto.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF LORAIN, STATE OF OHIO:

SECTION I. That the Safety/Service Director is hereby authorized to enter into an agreement for sponsorship of the Lorain Parks & Recreation Department's Mural Beautification Program which agreement shall be in form and substance essentially similar to Exhibit A, attached hereto and made a part hereof by reference, subject to the approval of the Lorain Law Director.

SECTION II. That it is found and determined that all formal actions of this Council concerning and relating to the passage of this ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and any of its committees that resulted in such formal actions were in meetings open to the public and in compliance with Section 121.22 of the Ohio Revised Code.

SECTION III. That this Ordinance is hereby declared to be an emergency for the reason that funding sponsorship by Brightspeed Broadband, LLC is agreed to commence not later than April 15, 2026, and the Mural Beautification Project is set to commence immediately. Therefore, this Ordinance shall take effect immediately upon its passage and approval by the Mayor, provided it meets the statutory requirements for passage, otherwise it shall take effect and be in force from and after the earliest period allowed by law.

PASSED: _____, 2026

ATTEST: _____, CLERK

MAYOR

APPROVED: _____, 2026

PRESIDENT OF COUNCIL



EXHIBIT A

Brightspeed Logo

<https://www.brandox.com/brightspeed-partners>

Brightspeed Social Tags

Facebook: @gobrightspeed

Instagram: @gobrightspeed

X: @gobrightspeed

LinkedIn: Brightspeed



1120 South Tryon St.
Suite 700
Charlotte, NC 28203
brightspeed.com

3/23/2026

Lori Garcia
Director of Public Property
City of Lorain Park's Department
2132 West Park Dr
Lorain, OH 44053

Dear Lori,

Re: Sponsorship Agreement

We are delighted to confirm our participation as a Park's and Recreation Department supporting partner organized by the City of Lorain. This letter outlines the terms governing our partnership scheduled to take place over the next 2 years.

Sponsorship Name: 2-year City of Lorain Park's and Recreation Supporting Partner

Start Date: March 2026 (upon completion of agreement)

End Date: March 31st, 2028

In exchange for the Sponsorship Benefits below, Brightspeed agrees to pay the sponsorship fee of up to a total of **\$30,000**.

Payment Structure

- A year one (2026) payment of \$10,000 will be paid no later than April 15th, 2026
- A year two (2027) payment of \$10,000 will be paid not later than April 15th, 2027
- Mural Project funding of up to \$10,000 will be a matching contribution and not a guaranteed payment. These funds will be used to match the dollars raised by the City of Lorain Parks to help fund the Lorain City Park's Mural Project. (see Mural Project section below for details)



As a sponsor, Brightspeed will receive the following Sponsorship Benefits:

Park Building Mural Project Presenting Sponsor

- Brightspeed to receive Category Exclusivity (see terms in Exclusivity section below)
- The City of Lorain Parks will utilize up to \$10,000 of Brightspeed's Mural Project funding dollars to be used as a fund-raising dollar match for their Park Mural Beautification Project campaign
- The City of Lorain Parks will be responsible for the organization, promotion, and full execution of the fundraising campaign' as well as the mural project itself.
- Brightspeed will be recognized as the Presenting Sponsor for the project on site, in all printed materials, social media posts, Press Releases, and website advertising.
- The City of Lorain Parks will ensure that a minimum of 5 Murals are completed by the end of August 2027 with at least 2 of the Murals being completed by September 9th, 2026, to capture maximum exposure to the project.
- Brightspeed will have the opportunity to be incorporated into the mural artwork's final designs and/or have dedication plaques next to each mural
- Brightspeed will have the opportunity be a participant in the City Park's Mural Unveiling events that will occur (at least one per year)
- Brightspeed will be recognized onsite at the Unveiling events, and afforded the opportunity to address the attendees
- Brightspeed Logo inclusion as a sponsor/partner on Lorain City Park's website
 - Please find approved Brightspeed logos [HERE](#).
 - Brightspeed logo on website to be click-through enabled to www.brightspeed.com/lovefiber.
- Brand recognition on all City of Lorain Park's and Recreation social media channels, promoting partnership with Brightspeed and any project Brightspeed will be involved with a minimum of 2 social media posts per month to promote the Mural Project and Brightspeed's association
 - When mentioned on social media, Brightspeed is to be tagged using our tags found in Exhibit A.
- Press release collaboration for Mural Project:
 - 1 Press release to announce or kickoff the Mural Project
 - 1 Post event media alert upon completion of each mural
- Press release drafts are to be submitted to Brightspeed no later than five days prior to publication for review and approval.

Park Signage



During the 2-year term of this agreement, Brightspeed will receive the following sponsorship assets from the Parks:

- Brightspeed will have a 3x10ft Field Sign displayed in a prime agreed upon location at Campana Park and the Pipe Yard
 - Signage provided and installed by the City of Lorain Parks
 - Artwork provided by Brightspeed
- Brightspeed will have the ability to place a Brightspeed Little Free Library at an agreed upon Park location in partnership with Lorain County United Way
- City of Lorain Parks will provide Brightspeed signage in a prime location to be displayed at the Winter Ice Skating Rink size of sign to be determined prior to October 31, 2026
- City of Lorain Parks will provide a 4x6 Brightspeed sign to be displayed at Lorain's Public Swimming Pool during months of operation

Tabling Opportunity at Events in 2026 and 2027

- Brightspeed will have the ability to table at a minimum of 3 City of Lorain Parks events per year of agreement. Events will be agreed upon by both parties.
 1. At these events, Brightspeed can interact with residents, distribute Brightspeed collateral and branded items, and sign-up customers onsite
- A list of agreed upon events will be provided by the Parks no later than **April 15th, 2026**

In-Kind Trade for Brightspeed Service (Free Wi-Fi Coverage at Lakeview Park)

If possible, Brightspeed will provide WIFI service at an agreed upon location at Lakeview Park and/or Lakeview Park South. The monthly service fees, and installation will be at NO CHARGE to the City Park's Department for the duration of this agreement to enhance the experience of park goers.

For this in-kind trade, Brightspeed will receive the following sponsorship assets from the City of Lorain Parks.

1. "A minimum of 2 WIFI Provided by Brightspeed Fiber Internet" signs at agreed upon park locations provided by City of Lorain Parks and Recreations Dept placed in prime locations around the WIFI demarcation point.
2. Brightspeed and Parks Department to collaborate on a minimum of 2 social media announcements promoting the WIFI service and overall partnership.
3. City of Lorain Parks will promote Wi-Fi Coverage via printed materials, newsletters, email blasts, social media, and websites.



Each Party grants the other Party a limited, non-exclusive license to use their respective logos solely for promotional and marketing purposes related to the event. The Brightspeed logo should be used in the form provided. All uses of a logo by a Party must be approved by the other Party in advance. This license is valid only for the duration of the event.

The parties agree that Brightspeed can use the designation in connection with its advertising, marketing and promotion, including, without limitation, in connection with its sponsorship of the Event:

- “Proud Partner of The City of Lorain Park’s and Recreation Department”
- “Exclusive Fiber Internet Provider/Sponsor/Partner of the City of Lorain Park’s and Recreation Department”

Category Exclusivity

The City of Lorain Park’s and Recreation Department will not grant any sponsorship rights to any third party with respect to any products or services in the “Exclusive Categories” (as that term is defined below). For purposes of the foregoing, the term “Exclusive Categories” shall refer to any products or services in the following categories:

- Internet/Wi-Fi service providers/Fiber Providers
- Home and business telephone communication products and services
- Wireless telephone communication service providers, such as ATT, Verizon Wireless, T-Mobile

Both parties agree to collaborate on press releases, social media announcements, and other promotional activities related to sponsorship.

Press release drafts are to be submitted to Brightspeed no later than five days prior to publication for review and approval.

The City of Lorain Park’s and Recreation agree to indemnify and hold harmless Brightspeed from any claims, damages, or liabilities arising out of the sponsorship, except for claims related to Brightspeed’s products or services.

The City of Lorain Park’s and Recreation agree to only share data with Brightspeed for customers who have opted into marketing messages from The City of Lorain Park’s and Recreation and its partners.

Should The City of Lorain Park’s and Recreation fail to fulfill any of the Sponsorship Benefits, Brightspeed may, in its sole discretion, accept a make-good asset or a refund of the value of the unfulfilled asset.

Either party may terminate this agreement upon written notice if the other party fails to fulfill any material term of this agreement. In the event of such termination, the party terminating the agreement shall be entitled to a refund of any fees paid to the other party.



Both parties agree to comply with all applicable laws and regulations.

Please sign electronically and return a copy of this agreement to confirm the details. We look forward to a successful partnership!

City of Lorain Park's and Recreation

Brightspeed Broadband, LLC

Authorized Signature

Authorized Signature

Lori Garcia

Karen Tarzon

Director of Public Property

Director – Content Marketing

Title

Title

Date

Date