XIV.

MAR 2 0 2012

NORTH TONAWANDA
Department of
Youth, Recreation, Parks & Senior Citizens

Norman L. Keller Building
500 Wheatfield St., Room 102
North Tonawanda, New York 14120
(716) 695-8520 ntparksrecreation@wny.twcbc.com

Director: Patricia A. Brosius

NT Parks & Recreation

March 15, 2012

The Honorable Mayor Robert Ortt and Common Council Members
City Hall
216 Payne Ave.
North Tonawanda, New York 14120

Dear Honorable Body:

In an effort to publicize Deerwood Golf Course and bring in non-residents to our golf course, the Department of Youth, Recreation and Parks would like to enter into an agreement with WGRZ NBC -2 and DealChicken.com. This agreement, which is good for one year, will provide a cash-free investment from the City.

This DealChicken.com Golf Program will provide advertisement for Deerwood Golf Course with 11 .15 second advertisements. A 50/50 shared revenue, deal certificate that are printed individually by each customer, promotional commercial run produced at no addition charge, email to the entire DealChicken.com subscriber database (30,000 plus), and comprehensive Facebook and Twitter campaigns the day of our deal.

I request that the Council approve the agreement with WGRZ NBC-2 and authorize the Mayor to sign the contract, subject to review and approval by the City Attorney.

Thank you.

Respectfully submitted,

Patricia A. Brosius
Director of Youth, Recreation & Parks