

OFFERED BY COUNCILOR SHARON DURKAN



CITY OF BOSTON IN CITY COUNCIL

ORDER FOR A HEARING TO EXPLORE THE CREATION OF A CITY WIDE MERCHANDISE LICENSING PROGRAM

WHEREAS, Boston is a world class city, celebrated throughout the world, for our rich history, diverse neighborhoods, and legacy of arts, culture, and education; *and*

WHEREAS, Iconic symbols and logos connected to the City of Boston hold no license and may currently be reproduced by any entity; *and*

WHEREAS, Many cities, including New York, engage in licensing merchandise, which involves granting permission to use the city's branding on products such as apparel, souvenirs, and accessories; *and*

WHEREAS, The Citywide Merchandise Licensing Program in New York City has been successful in generating revenue through licensing rights for various iconic brands associated with the city, annual licensing sales exceeded \$24M in revenue in 2009; *and*

WHEREAS, Licensed merchandise featuring iconic Boston symbols, landmarks, and neighborhoods would foster a sense of pride among residents and visitors and offer a way for people to express their connection to the city; *and*

WHEREAS, Licensing agreements for City-branded merchandise would allow the City of Boston to earn revenue through royalties and/or fees, and when a licensed business creates and sells City of Boston-themed merchandise (such as T-shirts, hoodies, mugs, or souvenirs), the proceeds could benefit public goods and services via support to City of Boston departments; *and*

WHEREAS, As a popular tourist destination, City of Boston licensed merchandise would provide tourists with a tangible memento of their visit and a last reminder to visit again; *and*

WHEREAS, Licensing encourages local businesses to participate in the production and sale of branded merchandise, which stimulates economic activity, creates jobs, and supports small businesses within the city; *and*

WHEREAS, When people wear or use Boston-branded merchandise, it acts as free advertising, advancing interest in the city, its culture, attractions and thereby contributing to Boston's brand visibility on a global scale; *and*

WHEREAS, Merchandise licensing presents the opportunity to collaborate with local artists, designers, and creators whose involvement would only serve to further community connections and celebrate the City's creative talent; *and*

WHEREAS, Well managed licensing would be needed to carefully maintain the integrity of the brand and ensure that the merchandise aligns with Boston's image and values, and cities around the country have proven that careful construction of a brand allows for continued production to remain authentic; ***NOW, THEREFORE BE IT***

ORDERED: That the relevant City departments including the Office of Tourism, Sports & Entertainment, the Office of Economic Opportunity and Inclusion, and those staff who work in the vein of small business, entrepreneurship, and the innovation economy should come before the City Council to discuss the potential for licensing City of Boston merchandise and evaluate the appropriate measures needed for the drafting of a request for proposal (RFP).