



Administrative Report

N.1., File # 25-1745

Meeting Date: 2/10/2026

To: MAYOR AND CITY COUNCIL
From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING IMPLEMENTING A LICENSING AGREEMENT TO PRODUCE AND MARKET CITY-BRANDED APPAREL USING THE UPDATED CITY LOGO

EXECUTIVE SUMMARY

The City's Strategic Plan includes an item directing staff to prepare a report for the City Council to discuss the next steps for implementing a licensing agreement to produce and market City-branded apparel featuring the updated City logo. This report provides an overview of approaches adopted by other municipalities and provides recommendations for the City Council's consideration.

BACKGROUND

On August 20, 2024, the City Council approved a contract with Innovent Law to prepare and submit trademark filings for the City's logo with the United States Patent and Trademark Office (USPTO). On March 12, 2025, filing applications were completed and submitted for the following classifications.

Classification	Description
16	Paper goods and printer paper items, including brochures, stationery, and adhesives
21	Cups, mugs, and other household containers
22	Packaging bags and sacks
25	Baseball caps, hats, sweatshirts, t-shirts, polos, and other attire
28	Holiday décor and ornaments
35	Administration of community services projects, inclusive of promotional material
37	Installation, maintenance, and repair of streetlights and outdoor public places, inclusive of construction site signs and notifications
38	Website and webpages
39	Bus transport and other modes of passenger transportation
41	Material related to educational services, events, production and distribution of videos, and rental of performing arts facilities
45	Material related to police and civil protection service

The total cost for trademarking the City's Logo was \$14,900, which included the following fees:

Mark Fee (flat fee)	\$1,800
First three classifications	\$300
Additional classifications (\$700 each)	\$6,300 (\$700 x 9)
Legal Services	\$6,500
Total	\$14,900

In addition to the initial cost of trademarking the City's logo, there are ongoing maintenance fees required to keep the trademark active. These fees are due in the 5th year after registration and every 10 years thereafter to confirm that the City's logo remains in use. The current fees are approximately \$225 per class in year 5 and \$525 per class every 10 years. Failure to file the required declaration of use and renewal, or to pay the associated fees, may result in cancellation of the trademark.

With regards to implementing a licensing agreement, the City could grant a vendor permission to use a municipal asset, such as produce and market the City logo, under defined conditions. These agreements can include provisions related to royalties, exclusivity, and quality control to ensure proper use and protection of the asset. For example, the City of Rochester, NY, allows non-commercial use of its trademarks and copyrighted property, including the City logo and tagline images or text, for a license fee of \$50 over a two year term. For commercial use, Rochester requires a formal License Agreement and a fee of \$100 for the same two year period. Interested applicants are required to submit an online application, which is reviewed and evaluated by the City of Rochester's Bureau of Communications and Special Events.

Another model the City Council may consider is that of the City of Beverly Hills, which established a Branding and Licensing Committee that is responsible for reviewing and making recommendations regarding the use of the city's logo. The Committee is composed of two City Councilmembers who serve as liaisons overseeing branding and licensing matters. Their responsibilities include evaluating proposals for the use of the city logo on merchandise, marketing, or events, referring such requests to the City's consultant, CMG Worldwide, for initial review, and making recommendations to the full City Council regarding approvals, denials, or modifications. The committee also considers waivers of licensing fees for charitable or special events and updates standards of use, including restrictions on categories such as alcohol, tobacco, or explicit content.

Recent approvals have included the Wolfgang Puck Autumn BBQ in 2025, Skechers USA shoe collections in 2023-2024, Amiri luxury apparel between 2020-2022, and Alfred Coffee/Glossier branding in 2022. Agreements for the use of the city logo vary depending on the terms negotiated between the City and the vendor. For example, the Memorandum of Understanding (MOU) with Erewhon included a royalty provision under which the City would receive \$10 per tote bag sold and \$2 per smoothie sold. While the MOU with Skechers USA provided the City of Beverly Hills a one-time, non-refundable advance payment of \$25,000, recoupable against royalties. Royalty payments in that case were set at 15% of the Free on Board (FOB) First Cost, defined as the greater of either ten dollars (\$10) per pair of shoes or the gross invoice price billed to Skechers by the selling factory or its agent for the goods.

To pursue a structured licensing program for its city logo, similar to the City of Rochester or City of Beverly Hills, the City of Redondo Beach should first establish a legal and trademark foundation, which the City is currently in the process of completing and anticipates approval in Spring 2026. Following this, the City should adopt a formal City Council resolution or ordinance that defines the logo as a protected municipal mark and sets forth clear guidelines for its use, such as defined categories of permitted and prohibited uses.

The City could also consider adopting a governance structure by establishing a subcommittee, composed of City Councilmembers or designated staff, to review applications and oversee agreements, potentially supported by a professional branding consultant to manage negotiations and compliance. Alternatively, the City could implement a comprehensive licensing framework that includes a standardized application process, clear approval criteria, and a defined fee and royalty structure for marketing and production.

Should the City Council direct staff to proceed with either or both of these options, staff recommends initiating pilot partnerships with local businesses to evaluate logo use and costs for marketing and production.

COORDINATION

This report was prepared by the City Manager's Office.

FISCAL IMPACT

There is currently no dedicated funding in the adopted Fiscal Year 2025-26 Budget for follow-up licensed material sales or marketing.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- City of Rochester Logo Request Commercial Use Policy
- City of Beverly Hills Branding and Licensing Committee Agenda Report