

September 6, 2022

**To:** Members of the Budget and Finance Committee

**From:** Sheryl M. M. Long, City Manager

202201729

**Subject: Ordinance – DOTE: Accept Wayfinding Signage Donation from Hard Rock Casino, LLC**

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Attached is an Ordinance captioned:

**AUTHORIZING** the City Manager to accept an in-kind donation from Hard Rock Casino, LLC (“Hard Rock Casino”) of up to twenty vehicular wayfinding sign blades (“Signage”) valued at approximately \$16,025 for the purpose of updating the City’s existing wayfinding signage in and around the downtown Cincinnati area; and **AUTHORIZING** the City Manager to execute a donation agreement with Hard Rock Casino to accept the Signage.

This Ordinance authorizes the City Manager to accept an in-kind donation from the Hard Rock Casino of up to twenty vehicular wayfinding sign blades valued at approximately \$16,025 for the purpose of updating the City’s existing wayfinding signage in and around the downtown Cincinnati area. This Ordinance also authorizes the City Manager to execute a donation agreement with the Hard Rock Casino to accept the Signage.

In 2019, the Hard Rock Casino began operating in Cincinnati. The City’s existing wayfinding signage in and around the downtown Cincinnati area still names the former operator of the casino, Jack Cincinnati Casino. Hard Rock Casino offered to donate up to twenty vehicular wayfinding sign blades to the City for the purpose of updating the City’s existing wayfinding signage in and around the downtown Cincinnati area. The City will retain control over the Signage and the public right-of-way in which the Signage is installed. The Signage will assist the general and traveling public in navigating the City.

Acceptance of the Signage includes the Hard Rock Casino’s cost for the fabrication, installation, and maintenance of the Signage. There is no local match requirement, and no new FTEs are associated with this donation.

This Ordinance is in accordance with “Connect” goal to “[d]evelop an efficient multi-modal transportation system that supports neighborhood livability” and to “[p]lan, design, and implement a safe and sustainable transportation system,” as described on pages 127-138 of Plan Cincinnati (2012).

The Administration recommends passage of this Ordinance.

cc: Andrew M. Dudas, Budget Director  
Karen Alder, Finance Director



Attachment