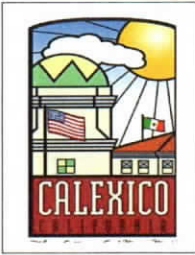


**AGENDA
ITEM**

2



AGENDA STAFF REPORT

DATE: September 29, 2022

TO: Mayor and City Council

APPROVED BY: Esperanza Colio Warren, City Manager

PREPARED BY: Esperanza Colio Warren, City Manager

SUBJECT: Ratification of the Use of the City Logo by the Calexico Parents Athletic Association for the Binational Soccer Tournament in November 2022

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Recommendation:

Ratification of the Use of the City Logo by the Calexico Parents Athletic Association for the Binational Soccer Tournament in November 2022.

Background:

The Calexico Parents Athletic Association (CPAA) has requested the City's support for Binational Soccer Tournament by the use of the City Logo for promotion of the Binational Soccer Tournament.

Discussion & Analysis:

City Council has expressed their support for the event which will bring soccer teams from California, Arizona as well as Mexicali, Baja California and Sonora, Mexico to Calexico. The event will have a positive economic impact for the City of Calexico.

Staff requests the council ratify the use of the City logo by CPAA for use in the promotion of the event.

Fiscal Impact:

None.

Coordinated With:

City Manager.

Attachment:

- 1. Letter from Calexico Parents Athletic Association.

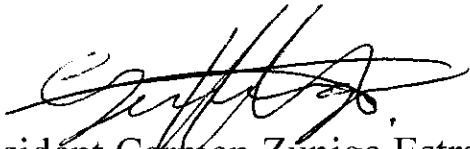


September 28, 2022

Esperanza Colio Warren City Manager

Calexico Parent's Athletic Association is asking for permission to use the City Logo for our Bi-National Soccer Tournament on November 5-6, 2022. City Logo will be use on our banners, media.

For further information contact President Carmen Zuniga Estrada at (760) 886-2159.

A handwritten signature in black ink, appearing to read 'Carmen Zuniga Estrada', written in a cursive style.

President Carmen Zuniga Estrada