

RESOLUTION NO. _____

RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CLARA ADOPTING A SPECIAL EVENT MARKETING PLAN FOR THE 2018 PARKS FOR LIFE CHALLENGE, PIX IN PARKS, HELLYER AMAZING RACE, PLEIN AIR, AND FANTASY OF LIGHTS SPECIAL EVENTS, AND DELEGATING AUTHORITY TO THE COUNTY EXECUTIVE, OR DESIGNEE, TO NEGOTIATE, EXECUTE, AMEND OR TERMINATE THE SPECIAL EVENT SPONSORSHIP AGREEMENTS, FOLLOWING APPROVAL BY COUNTY COUNSEL AS TO FORM AND LEGALITY AND APPROVAL BY THE OFFICE OF THE COUNTY EXECUTIVE.

WHEREAS, the County’s Parks and Recreation Department (“Department”) will conduct the following annual “Special Events” in 2018:

- Parks for Life Challenge (April through July 2018),
- Pix in Parks (January through November 2018),
- Hellyer Amazing Race (June 2018),
- Plein Air (October 2018), and
- Fantasy of Lights (December 2018); and,

WHEREAS, in order to offset the costs of advertisement and media promotions, increase attendance in county parks through these events, reduce the cost of hosting these Special Events, including providing prizes for contests and educate the public about the health benefits of activities in parks, the Department has developed a Special Event Marketing Plan to obtain sponsorships for media and prizes and other in-kind contributions; and,

WHEREAS, Government Code Sections 26109 and 26110, and pursuant to County Ordinance Code Chapter A36, authorizes the Board of Supervisors to sell the right to advertise on County Property following the adoption of a marketing plan and consideration of the sponsorship agreement at a public hearing; and,

WHEREAS, a Special Event Marketing Plan has been developed for the following 2018 Department Special Events: Parks for Life Challenge, Pix in Parks, Hellyer Amazing Race, Plein Air and Fantasy of Lights (Attachment A). The Special Event Marketing Plan identifies goals and sponsorship potential of proposed media, prize and in-kind contribution partners; and,

WHEREAS, a form Special Event Sponsorship Agreement (Attachment B) has been developed to streamline the contracting procedure with these partners; and,

WHEREAS, delegating authority to the County Executive, or designee, to negotiate, execute, amend and terminate these sponsorships in accordance with the Special Event Marketing Plan and the form Special Event Sponsorship Agreement will facilitate all Special Event production.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Santa Clara, State of California:

1. Adopts the Special Event Marketing Plan for the 2018 Parks for Life Challenge, Pix in Parks, Hellyer Amazing Race, Plein Air, and Fantasy of Lights Special Events (Attachment A); and,
2. Authorizes the County Executive, or designee, to negotiate, execute, amend or terminate Special Event Sponsorship Agreements consistent with the form of Attachment B, following approval by County Counsel as to form and legality and approval by the Office of County Executive. This delegation of authority will expire on December 31, 2018.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Clara, State of California, on _____ by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

S. Joseph Simitian, President
Board of Supervisors

ATTEST:

Megan Doyle,
Clerk Board of Supervisors

Date: _____

APPROVED AS TO FORM AND LEGALITY:



Shirley R. Edwards,
Deputy County Counsel

Exhibits to this Resolution:

Attachment A – 2018 Special Event Marketing Plan
Attachment B – Form Special Event Sponsorship Agreement