RESOLUTION NO. __________

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CLARA FOR THE ANNUAL FANTASY OF LIGHTS (FOL) EVENT IN VASONA LAKE COUNTY PARK, ADOPTING A MARKETING PLAN, AND DELEGATING AUTHORITY TO THE DIRECTOR, OR DESIGNEE, OF THE PARKS AND RECREATION DEPARTMENT TO NEGOTIATE AND EXECUTE SPONSORSHIP AGREEMENTS

WHEREAS, the County’s Parks and Recreation Department (Department) conducts the annual Fantasy of Lights (FOL) event in Vasona Lake County Park; and

WHEREAS, in order to offset the costs of advertisement and media promotions of the FOL event, and to lower the admission cost so that more County residents can enjoy the FOL event, the Parks Department has developed a marketing plan to obtain sponsorships for media in kind contribution of various elements required for the FOL event; and

WHEREAS, Government Code Sections 26109 and 2610 and 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, the County has developed a Marketing Plan for the 2012 FOL (Attachment A), which identifies goals and sponsorship potential of proposed media partners; and

WHEREAS, the County has developed a form Sponsorship Agreement (Attachment B) to streamline the contracting procedure with the media partners; and

WHEREAS, delegating authority to the Director or designee to negotiate and execute media sponsorships in accordance with the Marketing Plan and the form Sponsorship Agreement will facilitate FOL production;

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

1. Adopts the Marketing Plan for the 2012 FOL event; and

2. Authorizes the Director of Parks and Recreation Department, or designee, to negotiate, execute and amend media 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, 2012.
PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Clara, State of California, on June 5, 2012 by the following vote:

AYES:

NOES:

ABSENT:

________________________________________________________________________
George M. Shirakawa
President Board of Supervisors

ATTEST:

________________________________________
LYNN REGADANZ
Interim Clerk of the Board of Supervisors

APPROVED AS TO FORM AND LEGALITY:

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Michael L. Rossi
Deputy County Counsel

Exhibits to this resolution:
Attachment A – Marketing Plan
Attachment B – Sponsorship Agreement