



MARIN COUNTY  
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• COMMUNITY PARKS  
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April 23, 2013

Board of Supervisors  
County of Marin  
3501 Civic Center Drive  
San Rafael, California 94903

**SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE SPONSORSHIP AGREEMENT WITH THE VIOLICH FAMILY FOUNDATION IN THE AMOUNT OF \$50,000 TO SUPPORT CONSTRUCTION OF THE STAFFORD LAKE BIKE PARK**

Dear Board Members:

**RECOMMENDATION:**

1. Authorize President to execute the agreement;
2. Authorize President to sign a letter of thanks to the Violich Family Foundation.

**SUMMARY:**

The Violich Family Foundation wishes to support construction of the Stafford Lake Bike Park through a sponsorship agreement with the county. Pursuant to the attached agreement, which is consistent with Sponsorship Policies adopted by your board on February 26, 2013, the Violich Family Foundation would offer a total of \$50,000 over the next three years in return for the following:

- The “Entry Plaza” within the bike park will be identified as the “Violich Family Foundation Plaza” for seven years following opening of the bike park;
- The Violich Family Foundation will be identified as a contributing sponsor on the Stafford Lake Bike Park website;
- The Violich Family Foundation may use the Stafford Lake Bike Park logo on advertising and promotion;
- The Violich Family Foundation can conduct one single-day event per year at the bike park without fee for three years, vehicle parking fees excluded;
- Once constructed, the bike park will remain open and appropriately maintained for at least seven years.

**FISCAL IMPACT:**

Approval of the recommended action will bring total funds available to construct the Stafford Lake Bike Park to approximately \$258,000 or nearly one-third of the fundraising goal. This figure includes a \$50,000 sponsorship with Mike’s Bikes,

\$50,000 in county funds set aside by the Board of Supervisors, \$94,000 in the Marin Community Foundation's Parks and Open Space Fund, and \$14,000 in donations made directly to the county.

**REVIEWED BY:**

<input type="checkbox"/> Dept. of Finance	<input checked="" type="checkbox"/> N/A
<input checked="" type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Principal Park Planner Stephen Petterle is the principal author of this report.

Respectfully submitted,

Linda Dahl  
Director and General Manager

LD:RM:SP:kbl