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:

[ ] Dept. of Finance [ X ] N/A
[ X ] County Counsel [ ] N/A
[ ] Human Resources [ X ] 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