March 25, 2014

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

SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE SPONSORSHIP AGREEMENT WITH SANTA CRUZ BICYCLES, INC. IN THE AMOUNT OF $75,000 TO SUPPORT CONSTRUCTION OF THE STAFFORD LAKE BIKE PARK

Dear Supervisors:

RECOMMENDATION:

1. Authorize President to execute the agreement.
2. Authorize President to send a letter of thanks to Santa Cruz Bicycles.

SUMMARY:

Santa Cruz Bicycles, Inc. 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, Santa Cruz Bicycles would offer a total of $75,000 over the next three years in return for the following:

- The “Main Event Plaza,” which will be constructed in Phase II of the bike park, will be identified as the “Santa Cruz Bicycles Main Event Plaza” for seven years following opening of the bike park.
- Santa Cruz Bicycles will be identified as a contributing sponsor on the Stafford Lake Bike Park website.
- Santa Cruz Bicycles may use the Stafford Lake Bike Park logo on advertising and promotion.
- Santa Cruz Bicycles can conduct one, single-day even per year at the bike park without fee for five years, vehicle parking fees excluded.
- Once constructed, the bike park will remain open and appropriately maintained for at least seven years.

“Friends of Stafford Lake Bike Park,” a newly organized 501(c)(3), which includes Julia Violich, Mark Weir and Al Baumann, was active in securing this sponsorship. Additional sponsorships are currently being explored. The Parks landscape
architecture team is finalizing construction documents for possible construction of Stafford Lake Bike Park Phase I this summer.

FISCAL IMPACT:
Approval of the recommended action will bring total funds available to construct the Stafford Lake Bike Park to nearly $367,000, or 75% of the Phase I $480,000 construction estimate, and 43% of the $850,000 total park fundraising goal.

REVIEWED BY:

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

Principal Landscape Architect Stephen Petterle is the principal author of this report.

Respectfully submitted,

Ronald Miska
Deputy Director

RM/SP/kbl