



MARIN COUNTY
PARKS
PRESERVATION • RECREATION



· OPEN SPACE DISTRICT
· REGIONAL PARKS & PATHWAYS
· COMMUNITY PARKS
· LANDSCAPE SERVICES

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March 31, 2015

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

SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE SPONSORSHIP AGREEMENT WITH CAMELBAK PRODUCTS, LLC IN THE AMOUNT OF \$15,000 TO SUPPORT CONSTRUCTION OF THE STAFFORD LAKE BIKE PARK

Dear Supervisors:

RECOMMENDATION:

1. Authorize President to execute the agreement;
2. Increase revenue and expenditure appropriations in Fund 27900, Fund Center 5200990007, Stafford Lake Bike Park, in the amount of \$15,000; and
3. Authorize President to send a letter of thanks to CamelBak Products, LLC.

SUMMARY:

CamelBak Products, LLC 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, CamelBak would offer a total of \$15,000 over the next three years in return for the following:

- CamelBak will be identified as a contributing sponsor on the Stafford Lake Bike Park website.
- CamelBak may use the Stafford Lake Bike Park logo on advertising and promotion.
- CamelBak can conduct one single-day event per year at the bike park without fee for two years, vehicle parking excluded.
- Once constructed, the bike park will remain open and appropriately maintained for at least seven years.

FISCAL IMPACT:

Approval of the recommended action, including increasing revenue and expenditure appropriations in Fund 27900, Fund Center 5200990007, Stafford Lake Bike Park, will bring total funds available for construction to \$607,850. This sponsorship is due to the County over a three-year period, commencing on the date the sponsorship is approved. Funds will be received from Camelback over three fiscal years with the

first payment of \$5,000 due on April 30, 2015, the second payment of \$5,000 due on April 30, 2016, and the third payment of \$5,000 due on April 30, 2017.

REVIEWED BY:

<input type="checkbox"/> Department 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 Landscape Architect Stephen Petterle is the principal author of this report.

Respectfully submitted,



Ronald Miska
Assistant Director

RM/SP/kbl

MERIT # 100022254