



MARIN COUNTY
PARKS
PRESERVATION RECREATION

October 22, 2013



OPEN SPACE DISTRICT
REGIONAL PARKS & PATHWAYS
COMMUNITY PARKS
LANDSCAPE SERVICES

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

SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE SPONSORSHIP AGREEMENT WITH WILDERNESS TRAIL BIKES, INC. IN THE AMOUNT OF \$25,000 TO SUPPORT CONSTRUCTION OF THE STAFFORD LAKE BIKE PARK

Linda Dahl
DIRECTOR & GENERAL MANAGER

Dear Board Members:

Marin County Civic Center
3501 Civic Center Drive
Suite 260
San Rafael, CA 94903
415 473 6387 T
415 473 3795 F
415 473 2495 TTY
www.marincountyparks.org

RECOMMENDATION:

1. Authorize President to execute the agreement.
2. Authorize President to sign a letter of thanks to Wilderness Trail Bikes.

SUMMARY:

Wilderness Trail Bikes, 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, Wilderness Trail Bikes would offer a total of \$25,000 over the next two years in return for the following:

- The "Perimeter Trail" within the bike park will be identified as the "Wilderness Trail Bikes Perimeter Trail" for seven years following opening of the bike park.
- Wilderness Trail Bikes will be identified as a contributing sponsor on the Stafford Lake Bike Park website.
- Wilderness Trail Bikes may use the Stafford Lake Bike Park logo on advertising and promotion.
- Wilderness Trail Bikes 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 nearly \$290,000, or more than one-third of the fundraising goal. This figure includes a \$50,000 sponsorship with Mike's Bikes, a \$50,000 sponsorship with the Violich Family Foundation, \$94,000 in the Marin

Community Foundation's Parks and Open Space Fund, and \$18,642 in donations made directly to the county.

REVIEWED BY:

- | | | | | |
|-------------------------------------|--------------------------|----------------------|-------------------------------------|-----|
| <input type="checkbox"/> | <input type="checkbox"/> | County Administrator | <input checked="" type="checkbox"/> | N/A |
| <input type="checkbox"/> | <input type="checkbox"/> | Dept. of Finance | <input checked="" type="checkbox"/> | N/A |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | County Counsel | <input type="checkbox"/> | N/A |
| <input type="checkbox"/> | <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
Deputy Director

RM:SP:kbl