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**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**FROM:** Economic Development Agency

**SUBMITTAL DATE:** March 21, 2003

**SUBJECT:** Approval for the Economic Development Agency (EDA) to receive sponsorship money for the Riverside County Fair & National Date Festival, the Edward-Dean Museum & Gardens, and the Hemet-Ryan Airshow.

**RECOMMENDED MOTION:** That the Board of Supervisors approve and authorize the Executive Director of the EDA or his designee to execute sponsorship agreements for amounts that collectively do not exceed \$700,000 in sponsorship contributions for the following venues, programs and events: the Riverside County Fair & National Date Festival, the Edward-Dean Museum & Gardens, and the Hemet-Ryan Airshow.

**BACKGROUND:** The Economic Development Agency manages the Riverside County Fair & National Date Festival, Edward-Dean Museum & Gardens, and Hemet-Ryan Airshow. Sponsorship programs are an integral part of the successful management of these venues, programs and events. Sponsorship agreements are an exchange of cash or in-kind services, given by the sponsor to a specific EDA program, in return for advertising, name recognition and other entitlements given to the sponsor from the EDA program it is supporting. Therefore, the Economic Development Agency requests Board approval to receive sponsorship revenue and in-kind contributions in exchange for entitlements such as advertising, VIP parking, and admission tickets.

Bradley J. Hudson, Assistant CEO/EDA

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**FINANCIAL DATA:**

CURRENT YEAR COST: \$0  
NET COUNTY COST: \$0  
BUDGET ADJUSTMENT: No  
COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No  
SOURCE OF FUNDS: NA

ANNUAL COST \$NA  
IN CURRENT YEAR BUDGET: NA  
FOR FY:NA

**C.E.O. RECOMMENDATIONS:**

**APPROVE**

County Executive Officer Signature:

Department Recommendation:  Consent  Policy  
Per Executive Office:  Consent  Policy

Prev. Agn. Ref.

Dist.  
3,4

AGENDA NO.

3.11