

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



FROM: Supervisor Venable

SUBMITTAL DATE: April 10, 2003

SUBJECT: Sponsorship for the Temecula Valley Balloon & Wine Festival

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Authorize the Assistant County Executive Officer/EDA or his designee to negotiate and execute a sponsorship agreement between the County and the Temecula Valley Balloon & Wine Festival Association for an amount not to exceed \$36,000; and
- 2) Authorize the Auditor-Controller's Office to transfer \$18,000 from Account #30558 (Third District Developer Agreement Public Facilities Fund) to Account #530460 (Economic Development Agency).

BACKGROUND: A tradition started in 1983, the Temecula Valley Balloon & Wine Festival draws over 38,000 visitors. The visitors come from across Southern California to the wine country located in the southwest region of the County. The event creates an economic boom for the region while promoting the local wineries. The County, through the Economic Development Agency is collaborating with the vintners to increase tourism in the southwest region of the County. Therefore, the County has been asked to support the event with a \$36,000 sponsorship. This sponsorship opportunity is in-line with the collaboration efforts that include, the Wine Country Beautification project and the Vail Historic Ranch project. All three aspects of the collaboration will enhance marketing and tourism opportunities for the southwest region of the County. The sponsorship alone will entitle the County to benefits, including, but not limited to, advertising, promotion, parking, admission, and other benefits that will allow the continued cultivation of the partnership between the County, the Temecula Valley Balloon & Wine Festival and the vintners. The sponsorship funds will be provided from the Third District and EDA.

Jim Venable, Supervisor
Third District