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



FROM: Economic Development Agency **SUBMITTAL DATE:** March 7, 2005

SUBJECT: Riverside County Exhibit to the California State Fair

RECOMMENDED MOTION: That the Board of Supervisors: 1) approve and execute the California State Fair Counties Exhibits Entry Form; and 2) approve Resolution No. 2005-023 authorizing the submission of an exhibit to the California State Fair.

BACKGROUND: In 2003, the Economic Development Agency contracted Mikon Productions, through a competitive process that compared price, experience, references and other factors, to create an exhibit for the County of Riverside to be used at the California State Fair. The exhibit successfully emphasized recreational and tourism opportunities in Riverside County, and highlighted its historical and agricultural heritage. The California Woman for Agriculture (CWA) displayed an exhibit at the 2005 Riverside County Fair & National Date Festival. CWA has agreed to let Riverside County use their exhibit, which was also built by Mikon Productions, at the California State Fair August 12 through September 5 in Sacramento. Mikon Productions has agreed to redesign the exhibit they built for CWA utilizing the existing parts to create a Riverside County exhibit for the 2005 California State Fair at zero cost to the County.

Bradley J. Hudson
Bradley J. Hudson, Assistant County Executive Officer/EDA

FINANCIAL DATA:

CURRENT YEAR COST: \$0
NET COUNTY COST: \$0
BUDGET ADJUSTMENT: No

ANNUAL COST: \$0
IN CURRENT YEAR BUDGET: Yes
FOR FY: 2004/2005

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No
SOURCE OF FUNDS: N/A

FORM APPROVED COUNTY COUNSEL

C.E.O. RECOMMENDATIONS:

APPROVE

MAR 21 2005

Rhonda King
County Executive Officer Signature:

BY *Lee A. Juncos*

Department Recommendation: Consent Policy
Per Executive Office: Consent Policy

COUNTY OF RIVERSIDE
02 MAR 21 2005
OFFICE
EXECUTIVE

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Prev. Agn. Ref.

Dist. All

AGENDA NO.

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