

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



FROM: Supervisor Stone

SUBMITTAL DATE:
April 24, 2006

SUBJECT: Sponsorship of the Temecula Valley Balloon & Wine Festival

RECOMMENDED MOTION: That the Board of Supervisors authorize the Assistant County Executive Officer/EDA or her 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 \$40,000.

BACKGROUND: A tradition started in 1983; the Temecula Valley Balloon & Wine Festival now draws thousands of guests from all over Southern California and beyond. 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. Therefore, the County has been asked to support the event with a sponsorship allocating \$40,000 in Economic Development Agency funds. The sponsorship will entitle the County to benefits, including, but not limited to, advertising, promotions and other benefits that will allow the continued cultivation of the partnership between the County, the Temecula Valley Balloon & Wine Festival and the vintners.



Jeff Stone, Supervisor
Third District

Prev. Agn. Ref.:

District: 3

Agenda Number:

3.43

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