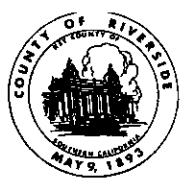


**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Supervisors Bob Buster & John Tavaglione **DATE:** November 1, 2011

SUBJECT: University of California Riverside County Partnership Agreement Authorization

RECOMMENDED MOTION: That the Board of Supervisors directs:

1. The Riverside County Economic Development Agency and/or the Commissioner of Foreign Trade (EDA) to enter into and complete negotiations with the University of California Riverside with the goal of establishing a Partnership Agreement with the Office of the Chancellor in collaboration with the Director of Athletics and designees from the University as determined by the Chancellor. The County's negotiation team is to identify up to \$60,000 to be used over a 36 month period. The funding will support promotion of UCR athletic exposure of the region and UCR through television, radio, newsprint, social media, outdoor advertising and other electronic media. Out-of-town visitors to local sporting events will stay in local hotels, eat at local restaurants and purchase products and memorabilia during their visits.
2. Upon completion of this 36-month promotional campaign, the Assistant County Executive Officer of the Economic Development Agency is to report back the status of the partnership effort and its effectiveness as an economic stimulus for the County of Riverside and University of California Riverside.

(Background Commence on Page 2)

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Bob Buster, Chairman
Supervisor, First District

Handwritten signature of John Tavaglione in cursive script.

John Tavaglione, Vice Chairman
Supervisor, Second District

BACKGROUND CONTINUED:

The University of California Riverside and the County of Riverside enjoy a professional and mutually beneficial partnership agreement with the schools of Business, Engineering, and Medicine. UCR is a tremendous asset to the region with a \$1.4 billion annual economic impact. The University makes numerous contributions to all those it serves in traditional degree-based University programs and through the Extension University. The proposed partnership agreement envisions working cooperatively with the University to increase hotel and resort stays, and increase the national and international awareness of the presence of UC Riverside in our County and community. The University is an important part of the economic engine of our region and is emerging as a world-renowned research and development institution that generates high-paid professional jobs. Collegiate athletics have proven themselves as an economic multiplier that complements a strong academic and education program at colleges and universities across the nation. It is our hope to build on our existing partnerships and assist the UCR Athletic Department in elevating the awareness and success of its teams and programs domestically and internationally.