

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

803



**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
November 3, 2011

**SUBJECT:** Sponsorship Agreement for a Shop Local Marketing Campaign to Assist Riverside County's Automotive Sales Industry

**RECOMMENDED MOTION:** That the Board of Supervisors authorize the Assistant County Executive Officer/EDA or designee to execute a Sponsorship Agreement with Enterprise Media.

**BACKGROUND:**

Throughout the course of the recession, Riverside County's new auto sales have declined dramatically resulting in dealerships closing, job loss and loss of revenue to local municipalities. New car sales are approximately fifty-five percent of what they were pre-recession. In 2010, a total of 21,550 new vehicles, with a value of \$622 million, were purchased outside of Riverside County by local residents.

(Continued)

Robert Field  
Assistant County Executive Officer/EDA

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2011/12

**COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:** No

<b>SOURCE OF FUNDS:</b> Enterprise Media	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:** APPROVE

BY:   
Jennifer K. Sargent

**County Executive Office Signature**

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Ashley, seconded by Supervisor Buster and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Buster, Stone, Benoit and Ashley  
Nays: None  
Absent: Tavaglione  
Date: November 15, 2011  
xc: EDA

Kecia Harper-Ihem  
Clerk of the Board  
By:   
Deputy

**Prev. Agn. Ref.:** N/A

**District:** All

**Agenda Number:**

**3.6**

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

FORM APPROVED COUNTY COUNSEL  
BY: ANITA C. WILLIS  
DATE: 11/15/11  
Concurrence

**BACKGROUND:** (Continued)

Last year a partnership consisting of the Riverside County Economic Development Agency (EDA) and the Cities of Corona, Moreno Valley, Norco and Riverside funded a focus group study to understand the core reasons why residents purchase vehicles outside of the County. One key finding was that most buyers do not understand that sales tax dollars leave their community when they purchase a vehicle outside of the County. All other things being equal, if they had known the impact of losing those sales tax dollars on their quality of life, many said it would have influenced their purchasing decision.

The partnership was subsequently expanded to include Enterprise Media (EM), the umbrella brand of The Press-Enterprise and PE.com, and developed a "Buy Local" advertising and awareness campaign, aimed at helping the Riverside County automotive sales industry. Recapturing even a small portion of the out-of-county automotive sales helps county dealerships and the local economy. A series of marketing materials for ads, flyers and banners were developed for use by local municipalities and as point of sale displays at auto dealerships.

EM has requested that EDA enter into a Sponsorship Agreement (Agreement) with them. The Agreement provides that The Press-Enterprise will run a series of "Auto Buy Local" quarter-page ads in the paper's Sunday edition, valued at \$94,259, as an in-kind contribution to the campaign. The Agreement also provides that PE.com will develop and maintain a dedicated page on their website for the "Auto Buy Local" campaign, valued at \$2,900, as an additional in-kind contribution to the campaign. EDA and all cities who participate in this campaign agree to list The Press-Enterprise as a sponsor for the automotive advertising and awareness program, include The Press-Enterprise logo on all campaign marketing and promotional materials, and link to PE.com.

EDA requests Board of Supervisors' approval to enter into the Sponsorship Agreement with EM, effective November 6, 2011 through April 29, 2012. There are no costs associated with this agreement to EDA and there is no impact on the general fund.



Riverside County Clerk of the Board, Stop 1010  
Post Office Box 1147, Riverside, Ca 92502-1147  
Thank you.

### JOINT COMMUNITY SERVICE SPONSORSHIP AGREEMENT

This agreement made this 17 day of October, 2011, by and between County of Riverside Economic Development Agency (hereinafter referred to as "EDA"), with the principle business address of 3403 Tenth Street, Suite 500, Riverside, CA 92501, a local county agency, Federal Tax Identification Number 95-6000930, (hereinafter referred to as "the sponsorship advertiser") and ENTERPRISE MEDIA with a principle business address of 3450 Fourteenth Street, Riverside, CA 92501 (hereinafter referred to as "EM").

It is hereby mutually agreed by and between the parties hereto as follows:

1. This Agreement shall become effective on November 6, 2011 and shall remain in effect until April 29, 2012.
2. The sponsorship advertiser agrees to provide to EM during the term of this agreement:
  - a. List The Press-Enterprise as a sponsor for the automotive advertising and awareness Program.
  - b. Display The Press-Enterprise logo as a sponsor on all Program marketing and promotional materials including, but not limited to, banners, posters, flyers, signs and print advertisements.
  - c. Recognize The Press-Enterprise as a Program sponsor in all radio and TV spots and press releases.
  - d. Link to The Press-Enterprise website on the EDA website acknowledging the partnership with The Press-Enterprise on this Program.
  - e. Require that any city and/or auto dealership that wish to join the Program sign an addendum to this agreement stating that they will follow the same protocols that are stipulated above as a condition to receive campaign marketing and promotional materials.
3. EM agrees to provide the following to the sponsorship advertiser:
  - \$94,258.50 in advertising to be used in The Press-Enterprise. \$2,900 for online web page (on PE.com) to direct the community to learn more about this program. The Press- Enterprise reserves the right to keep this programs content online for additional time, no designated timeline for removal of content at this time. See attached print run schedule.
4. Upon expiration of the term hereof, any unused exchange values received or newspaper print or online display advertising space will expire and any unused credit will be forfeited.
5. Value received for materials or services will be determined by a memorandum invoice itemizing time, material, services, and dollar amount used each month. Each party will make a reasonable effort to keep the exchange in balance as the term progresses.
6. All advertising copy or materials submitted by the sponsorship advertiser are subject to prior approval and copy acceptance policies.
7. This Agreement may be terminated upon thirty (30) days written notice by either party.
8. This Agreement may not be assigned by either party without prior written consent.
9. This Agreement shall be governed by the laws of the state of California.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed the day and year first above written.

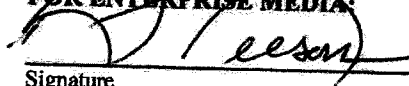
FOR: COUNTY OF RIVERSIDE EDA

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

FOR ENTERPRISE MEDIA:

 10/17/11  
\_\_\_\_\_  
Signature Date

Ken Nelson  
\_\_\_\_\_  
Name

SVP Advertising & Interactive Development  
\_\_\_\_\_  
Title

FORM APPROVED COUNTY COUNSEL

BY:   
ANITA C. WILLIS DATE

NOV 15 2011 3.6

Auto Shop Local - Community Service Sponsorship

Run Date	Ad
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Ad Schedule for Shop Local- Riverside

Sun, Nov 06	Park
Sun, Nov 13	Firefighter
Sun, Nov 20	Police Officer
Sun, Nov 27	Soccer Field
Sun, Dec 04	Library
Sun, Dec 11	Pothole
Sun, Dec 18	Trail
Sun, Dec 25	Park
Sun, Jan 01	Firefighter
Sun, Jan 08	Police Officer
Sun, Jan 15	Soccer Field
Sun, Jan 22	Library
Sun, Jan 29	Pothole
Sun, Feb 05	Trail
Sun, Feb 12	Face/Testimonials T/K
Sun, Feb 19	Face/Testimonials T/K
Sun, Feb 26	Face/Testimonials T/K
Sun, Mar 04	Face/Testimonials T/K
Sun, Mar 11	Face/Testimonials T/K
Sun, Mar 18	Face/Testimonials T/K
Sun, Mar 25	Face/Testimonials T/K
Sun, Apr 01	Face/Testimonials T/K
Sun, Apr 08	Face/Testimonials T/K
Sun, Apr 15	Face/Testimonials T/K
Sun, Apr 22	Face/Testimonials T/K
Sun, Apr 29	Face/Testimonials T/K
Nov/6/11 - Apr/29/12	Online Web Page **
Total	26 ads

\*Color is not guaranteed for all print dates (only when available)

\*\*Online web page may be extended