



# WASHOE COUNTY

Integrity Communication Service

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## STAFF REPORT

BOARD MEETING DATE: March 13, 2018

**DATE:** February 6, 2018

**TO:** Board of County Commissioners

**FROM:** Marilyn Kramer, Assistant to the County Manager  
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**THROUGH:** John Slaughter, County Manager  
Office of the County Manager, 328-2060, [jslaughter@washoecounty.us](mailto:jslaughter@washoecounty.us)

**SUBJECT:** Approve a request for sponsorship of the Reno 150<sup>th</sup> Birthday Celebration hosted by the Reno Aces at Greater Nevada Field On May 9, 2018 in the amount of [\$5,000]; Washoe County being recognized as a Co-Sponsor; and authorize the County Manager to sign the Sponsorship Agreement. (Commission District 3.)

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### SUMMARY

This item is a request on behalf of the City of Reno through the Reno Aces to Co-Sponsor the Reno 150<sup>th</sup> Birthday Celebration, a special event to be held on May 9, 2018, at Greater Nevada Field in the amount of \$5,000.

Washoe County Strategic Objective supported by this item: Stewardship of our Community

### PREVIOUS ACTION

At March 28, 2017 Board of County Commission meeting the Board approved a similar sponsorship for Hot August Nights Vintage Trailer Rally which was held at Ranch San Rafael Regional Park August 8-13, 2017.

### BACKGROUND

Located in Washoe County, Reno was officially established on May 9, 1868. The City has been celebrating its sesquicentennial with several community events between May 2017 – May 2018 with the Reno 150<sup>th</sup> Birthday Celebration as the grand finale event on May 9, 2018.

SK Baseball, LLC d/b/a the Reno Aces has requested that Washoe County consider sponsoring this celebratory event. In consideration of co-sponsorship, Washoe County would be recognized as a sponsor of the event, details of which would include, but are not limited to:

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- 10 tickets in a shared suite for the night.
- Receipt of 1,000 general admission and free tickets for distribution.
- Washoe County to be listed in all promotions of event.
- Concourse table at the birthday celebration.
- Listed on City of Reno 150<sup>th</sup> website.
- Two in-game “thank you” messages.
- Partner names on the videoboard during the fireworks show.

### **FISCAL IMPACT**

Should the Commission approve this request for sponsorship of the Reno 150<sup>th</sup> Birthday Celebration, the fiscal impact of this action would be [\$5,000]. Funds have been included in the FY 2017-2018 approved budget under County Manager Administration cost center Other Expenses: 101100/710500.

### **RECOMMENDATION**

It is recommended the Board of County Commissioners approve a sponsorship of the Reno 150<sup>th</sup> Birthday Celebration hosted by the Reno Aces at Greater Nevada Field on May 9, 2018 in the amount of [\$5,000]; Washoe County being recognized as a Co-Sponsor; and authorize the County Manager to sign the Sponsorship Agreement.

### **POSSIBLE MOTION**

Should the Board agree with staff’s recommendation, a possible motion would be: “Move to approve a sponsorship of the Reno 150<sup>th</sup> Birthday Celebration hosted by the Reno Aces at Greater Nevada Field on May 9, 2018 in the amount of [\$5,000]; Washoe County being recognized as a Co-Sponsor; and authorize the County Manager to sign the Sponsorship Agreement.”