WASHOE COUNTY

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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
Office of the County Manager, 328-2002, mkramer@washoecounty.us

THROUGH: John Slaughter, County Manager
Office of the County Manager, 328-2060, jslaughter@washoecounty.us

SUBJECT: Approve a request for sponsorship of the Reno 150th 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.)

SUMMARY

This item is a request on behalf of the City of Reno through the Reno Aces to Co-Sponsor the Reno 150th 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 150th 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:

AGENDA ITEM # _____

- 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 150th 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 150th 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 150th 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 150th 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."