

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY  
AND RECORD OF ACTION**

**REPORT/RECOMMENDATION TO THE BOARD OF DIRECTORS  
OF THE SAN BERNARDINO COUNTY FIRE PROTECTION DISTRICT  
AND RECORD OF ACTION**

August 20, 2024

**FROM**

**SHANNON D. DICUS, Sheriff/Coroner/Public Administrator  
DAN MUNSEY, Fire Chief/Fire Warden, San Bernardino County Fire Protection District**

**SUBJECT**

Sheriff's Benefit Rodeo 2024

**RECOMMENDATION(S)**

1. Acting as the governing body of San Bernardino County:
  - a. Find that the Sheriff's Benefit Rodeo 2024, to be held at the Glen Helen Regional Park from September 27, 2024 through September 29, 2024, assists in meeting the social service needs of county residents and will be conducted in cooperation with Seven Point Inc., a nonprofit charitable organization.
  - b. Authorize County officials and employees to solicit funds, provide administrative support during work hours, when necessary, and utilize County resources for Sheriff's Benefit Rodeo 2024 activities.
2. Acting as the governing body of the San Bernardino County Fire Protection District:
  - a. Find that the Sheriff's Benefit Rodeo 2024, to be held at Glen Helen Regional Park from September 27, 2024 through September 29, 2024, assists in meeting the social service needs of San Bernardino County Fire Protection District residents, serves a San Bernardino County Fire Protection District purpose, and will be conducted by San Bernardino County in cooperation with Seven Point Inc., a nonprofit charitable organization.
  - b. Authorize San Bernardino County Fire Protection District ambulance staff to provide emergency medical service support during work hours at the Sheriff's Benefit Rodeo 2024, and to utilize San Bernardino County Fire Protection District resources in support of Sheriff's Benefit Rodeo 2024 activities.

(Presenter: Kelly Welty, Chief Deputy Director, 387-3760)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Provide for the Safety, Health and Social Service Needs of County Residents.**

**Pursue County Goals and Objectives by Working with Other Agencies and Stakeholders.**

**FINANCIAL IMPACT**

Approval of this item will not require the use of additional Discretionary General Funding (Net County Cost). County resources to be used in support of the Sheriff's Benefit Rodeo 2024

**Sheriff's Benefit Rodeo 2024**  
**August 20, 2024**

(Rodeo) are estimated at \$100,000 and are funded within the Sheriff/Coroner/Public Administrator's (Department) existing 2024-25 budget allocation. Ambulance services for the Rodeo are estimated at \$20,000 and will be funded within San Bernardino County Fire Protection District's (SBCFPD) existing 2024-25 budget. The cost of County and SBCFPD's personnel, working in support of the most recent Rodeo in 2023 was \$130,855.

**BACKGROUND INFORMATION**

The Rodeo restarted in 2000 after a 25-year hiatus. The Rodeo Committee's goals were to provide wholesome, fun entertainment for adults and kids alike. These goals continue as a driving force behind this extraordinary annual event, endorsed and sanctioned by the Professional Rodeo Cowboys Association (PRCA). A PRCA rodeo also gives the Department the opportunity to showcase positive community relationships, present responsible role models, interact with children and donate to worthy causes. The Rodeo draws visitors from throughout the Inland Empire and greater Los Angeles area.

Approval is sought annually from the Board of Supervisors (Board) and Board of Directors in support of Rodeo activities. Proceeds from this popular event benefit a number of civic and youth groups including, but not limited to: Children's Fund, Big Brothers and Big Sisters of the Inland Empire, Girl Scouts, and Challenged Children's Rodeo; Bloomington Boosters 4H. The Rodeo also provides unique opportunities to foster relationships between the County, SBCFPD, law enforcement, emergency responders, and the community, while providing economic benefit to participating businesses and organizations.

While most of the work is done by volunteers, some use of County resources will be necessary to ensure the Rodeo's success. The SBCFPD will provide ambulance services over the course of the event.

The Department is submitting to the Board the informational Report of Fundraising Activities for the 2023 Rodeo, as an attachment, on behalf of Seven Point Inc., the non-profit organization that hosts the event. This report details the hours worked by County employees and includes lists of both the sponsors and beneficiaries of the 2023 Rodeo.

County Standard Practice No. 06-02SP requires County departments to request Board and Board of Directors authorization of a fundraising program and to submit a fundraising program report at the request of the Board or County Administrative Office.

**PROCUREMENT**

Not applicable.

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Grace B. Parsons, and Richard D. Luczak, Deputies County Counsel, 387-5455) on July 26, 2024; San Bernardino County Fire Protection District (Martin Serna, Deputy Chief, 387-5779) on July 30, 2024; Finance (Erika Rodarte, Administrative Analyst, 387-4919) on July 30, 2024; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on August 1, 2024.

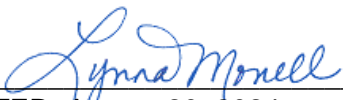
**Sheriff's Benefit Rodeo 2024**  
**August 20, 2024**

Record of Action of the Board of Supervisors  
San Bernardino County  
Record of Action of the Board of Directors  
San Bernardino County Fire Protection District

**APPROVED (CONSENT CALENDAR)**

Moved: Curt Hagman   Seconded: Joe Baca, Jr.  
Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD/SECRETARY

BY   
DATED: August 20, 2024



cc:   File - Sheriff/Coroner w/ attach  
jm   08/27/2024