

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

May 24, 2022

FROM

MICHAEL JIMENEZ, Interim Director, Economic Development Department

SUBJECT

Sponsorship Funding Requests for Producing the 2022 State of the County Program

RECOMMENDATION(S)

1. Approve the release of a Request for Sponsorship for the State of the County program and authorize the Chief Executive Officer and Director of Economic Development to evaluate and select sponsors.
2. Approve a template Sponsorship Agreement, subject to such changes as may be approved by the Chief Executive Officer and County Counsel and authorize the Chief Executive Officer or Director of Economic Development to execute the Sponsorship Agreements.

(Presenter: Michael Jimenez, Interim Director, 387-4460)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Create, Maintain and Grow Jobs and Economic Value in the County.

Operate in a Fiscally-Responsible and Business-Like Manner.

FINANCIAL IMPACT

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). Sponsorship agreements will allow the Economic Development Department (EDD) to offset costs associated with producing the 2022 State of the County program. Sufficient appropriation and revenue is included in EDD's 2022-23 recommended budget.

BACKGROUND INFORMATION

Approval of this item will allow the release of a Request for Sponsorship (RFS) for the State of the County program, approve the sponsorship agreement template, and designate the Chief Executive Officer and Director of EDD to select sponsors and approve agreements.

The RFS describes the levels of sponsorship and benefits of each sponsorship level. The RFS will be publicized by posting on the San Bernardino County and EDD websites, by mailings, phone calls, and emails to potential interested parties using Purchasing Department and EDD contacts. A press release regarding the RFS will be sent to news outlets within the San Bernardino County region. The RFS should be submitted as soon as possible to allow sufficient time for review and consideration by August 19, 2022. Any responses to the RFS received after this date may be considered if there is sufficient time to evaluate the response.

Following the RFS process, the Director of EDD will assist the Chief Executive Officer in the evaluation and selection of sponsors and executing Sponsorship Agreements with each sponsor.

**Sponsorship Funding Requests for Producing the 2022 State of the
County Program
May 24, 2022**

The annual State of the County event has traditionally been hosted annually since 2011 and is scheduled to be held in either September or October as the venue is still in the process of being secured.

PROCUREMENT

N/A

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Sophie A. Akins, Deputy County Counsel, 387-5455) on April 26, 2022; Risk Management (Victor Tordesillas, Director, 386-8621) on May 11, 2022; Finance (Erika Rodarte, Administrative Analyst, 387-4919) on May 13, 2022, and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on May 13, 2022.

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County Program
May 24, 2022**

Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

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

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: May 24, 2022



cc: File- Economic Development Dept. w/attach
LA 06/1/2022