

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

March 28, 2023

FROM

DEREK ARMSTRONG, Director, Economic Development

SUBJECT

Sponsorship Funding Request for 2023 State of the County Program

RECOMMENDATION(S)

1. Approve the release of a Request for Sponsorship for the 2023 State of the County Program, and authorize the Chief Executive Officer and Director of Economic Development to evaluate and select sponsors.
2. Approve the template Sponsorship Agreement, subject to such changes as may be approved by the Chief Executive Officer and County Counsel.
3. Authorize the Chief Executive Officer or Director of Economic Development to execute the Sponsorship Agreements for the 2023 State of the County and for all future State of the County programs, subject to review by County Counsel.
4. Delegate authority to the Chief Executive Officer to approve, release and advertise the request for sponsorships, evaluate and select sponsors, approve the sponsorship agreement template, and revise the documents as needed for all future State of the County programs.

(Presenter: Derek Armstrong, Director, 387-4386)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Promote the Countywide Vision.

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

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

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

FINANCIAL IMPACT

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). Sponsorship agreements will allow Economic Development to offset costs associated with producing the 2023 State of the County Program and future State of the County programs.

BACKGROUND INFORMATION

The annual State of the County event has been hosted since 2011 and is scheduled to be held this year on September 27, 2023. The State of the County brings together government, business and community leaders and provides a platform to promote the County vision, celebrate the growth within the County, and share upcoming opportunities.

Approval of this item will authorize Economic Development (ED) to release the Request for Sponsorship (RFS) for the 2023 State of the County program. The RFS describes the levels of

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sponsorship and benefits of each sponsorship level. The RFS will be publicized by posting on the San Bernardino County and ED websites, through social media posts, via emails and calls to potential sponsors using Purchasing Department and ED contacts. A press release regarding the RFS will be sent to news outlets within the San Bernardino County Regions. The RFS will be released April 2023 and the deadline for potential sponsors to be considered will be July 31, 2023. Any response to the RFS received after this date may be considered if there is sufficient time to evaluate the response and may result in the loss of some benefits due to the deliverables timeline.

Following the RFS process, the ED Director will assist the Chief Executive Officer (CEO) in evaluating and selecting the sponsors. Once the sponsors are selected, the ED Director will execute the Sponsorship Agreements with each sponsor.

This item also delegates to the CEO the authority to approve, release and advertise the request for sponsorships, evaluate and select sponsors, approve the sponsorship agreement template, and revise the documents as needed for all future State of the County programs. This will assist the County in operating in an efficient manner and allow the CEO to make timely decisions and revisions for future State of the County programs.

PROCUREMENT

N/A

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Dawn M. Martin, Deputy County Counsel, 387-5455) on March 9, 2023; Finance (Carl Lofton, Administrative Analyst, 387-5404) on March 9, 2023; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on March 9, 2023.

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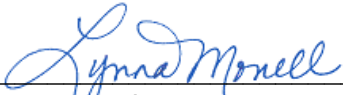
Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman

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

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: March 28, 2023



cc: File - Economic Development w/attach
CCM 03/31/2023