



# San Bernardino County

## Legislation Text

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**File #: 4069, Agenda Item #: 34**

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

**May 4, 2021**

**FROM**

**SOUA VANG, Interim Economic Development Director, Economic Development**

**SUBJECT**

Sponsorship Funding Requests for Producing the 2021 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 or Interim 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 Interim Director of Economic Development to execute the Sponsorship Agreements.
- (Presenter: Soua Vang, Interim Economic Development 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), but will allow Economic Development (EDA) to offset costs associated with producing the 2021 State of the County program. Sufficient appropriation and revenue is included in EDA's 2021-22 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 agreement template, and designate who can select sponsors and approve agreements.

The RFS describes the levels of sponsorship and benefits of each level. The RFS will be publicized by posting on the San Bernardino County and Economic Development websites, by mailings, phone calls, and emails to potential interested parties using the Purchasing Department and Economic Development 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, but to allow sufficient time for review and consideration by August 16, 2021. 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, Interim Director of Economic Development will assist the Chief Executive Officer in the evaluation and selection of sponsors and Sponsorship Agreements executed with each sponsor, by the

Chief Executive Officer or Interim Director of Economic Development.

The annual State of the County event traditionally has been hosted in the spring of each year since 2011. Due to the COVID-19 pandemic and state restrictions, the 2021 event has been postponed to the fall in anticipation that the County will be in a position to host an in person event with less restrictions at such time.

**PROCUREMENT**

N/A

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Sophie A. Akins, Deputy County Counsel, 387-5455) on April 1, 2021; Finance (Kathleen Gonzalez, Finance Analyst, 387-5412) on April 14, 2021; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on April 19, 2021.