

# SANTA BARBARA COUNTY BOARD AGENDA LETTER



Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
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**Agenda Number:**  
**Prepared on:** 8/30/99  
**Department Name:** Parks  
**Department No.:** 052  
**Agenda Date:** 9/14/99  
**Placement:** Administrative  
**Estimate Time:**  
**Continued Item:** NO  
**If Yes, date from:**

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**TO:** Board of Supervisors

**FROM:** Jennifer Briggs  
Director of Parks

**STAFF CONTACT:** Mike Gibson  
Business Manager (568-2477)

**SUBJECT:** Standard Agreements for Portable Vendors, Corporate Sponsorships and Purchase of Promotional Space on Parks' Web Site

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## **Recommendation:**

That the Board of Supervisors approve the attached resolution adopting standard marketing agreements for the Park Department for: (1) individual vendors for portable vending operations; (2) corporate sponsors for contributions of money, goods or services; and (3) companies or organizations purchasing promotional space on the Park Department's Web site; and authorize the Director of Parks, or designee, to sign these agreements for an initial term of one year per agreement and for an amount not to exceed \$20,000 per agreement.

## **Alignment with Board Strategic Plan:**

The recommendation is primarily aligned with Goal No. 1. An Efficient Government Able to Anticipate and Respond Effectively to the Needs of the Community.

## **Executive Summary and Discussion:**

Earlier this year, the Park Department marketing coordinator presented a proposal regarding the possibility of operating portable vending carts at certain county park locations. The proposal would provide the Park Department with a percentage of gross monthly sales. This type of vending partnership activity was envisioned in the Park Department's Marketing Plan, which was approved by the Board in July 1995, and is now prime for implementation based on opportunities available now and also into the future.

Because of these anticipated business opportunities, it would be prudent for the Department to establish standard agreements (see Exhibit A) for these types of vending operations that could be executed by the Director of Parks, or her designee. This would provide a uniform approach that enables the Department to respond quickly to these revenue generating opportunities in the future while at the same time protecting the County's interests by addressing liability and public health issues. It also provides a method of controlling and managing these types of operations to ensure compatibility with the public's use of the parks.

The Marketing Plan also includes corporate sponsorships as another primary source of new revenue for the Department and there are numerous opportunities available to partner with the business community through mutually beneficial programs and activities. These may include such activities as the sale of merchandise or products in County Parks, placement of limited advertising in select locations within the parks, sponsorship of special events or programs in the parks, "adoption" of the maintenance of parks, etc. Standard sponsorship agreements (see Exhibit B) that could be executed by the Director of Parks, or her designee, would again help facilitate a quick response to these opportunities as they arise.

Another key revenue generating opportunity that has become available with the development of the Parks' Web site is the sale of promotional space on the Web site to companies and organizations. Again, standard agreements (see Exhibit C) would enable the Department to take advantage of these opportunities in a timely and consistent manner.

With your Board's approval of these standard agreements, the Department would be in a position to take advantage of existing marketing opportunities and pursue additional opportunities as they surface. These agreements would be limited to a maximum dollar value of \$20,000 per year and for an initial term of no more than one year in duration. Any agreement in excess of \$20,000 per year or for an initial term longer than one year would be brought to your Board for approval. With an annual expiration provision, the Director of Parks would have the opportunity each year of reviewing each agreement to ensure it is meeting the needs of all parties. If the agreement were working satisfactorily at the end of each year, the Director of Parks would be authorized to approve another one-year renewal at that time. If a vendor or sponsor wished to amend the agreement for any reason, it would also be brought back to your Board for approval.

In accordance with the adopted Marketing Plan, the Park Department will provide the Board with an annual report of marketing program activities, including a summary of agreements executed by the Director of Parks.

**Mandates and Service Levels:**

There are no mandates or changes to existing service levels.

**Fiscal and Facilities Impacts:**

It is estimated that these partnership agreements could generate up to \$86,000 in annual revenue for the Park Department's marketing program, which was included in the Department's FY 1999-00 marketing revenue estimates.

**Special Instructions:**

None.

**Concurrences:**

County Counsel  
General Services-Risk Manager  
General Services-Real Property Supervisor  
Auditor-Controller

**Attachment**