

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Director of Community Services

DATE: July 22, 2025

SUBJECT: Approve Sponsorship Agreement with Michelle's Place Cancer Resource Center for the Walk of Hope (At the Request of Subcommittee Members Alexander and Kalfus)

PREPARED BY: Dawn Adamiak, Assistant Director of Community Services

RECOMMENDATION: That the City Council approve a sponsorship agreement with Michelle's Place Cancer Resource Center for in-kind City support valued at \$7,750, promotional services of \$11,415 and up to \$5,000 Economic Development funding.

BACKGROUND: Staff received a sponsorship request from Michelle's Place to provide support for the Walk of Hope to be held on October 26, 2025. The Economic Development Committee of the City Council (Mayor Kalfus and Mayor Pro Tem Alexander) met on March 11, 2025, to review the budget on this special event and recommend support at the levels indicated below.

Formed in 2001, Michelle's Place Cancer Resource Center is a full-service cancer resource center providing free resources to families and individuals dealing with cancer. These resources include no-cost behavioral health services (counseling for you and your family), a variety of support groups, art programs, wellness classes, one on one support, education classes, wig fittings/wigs, prosthesis and more.

The Walk of Hope is a family-friendly, community event that welcomes the public to walk to honor, remember, and celebrate anyone in their lives who have been impacted by cancer. The event includes the walk itself, live music, food vendors, a car show, team tailgating, VIP area for survivors/thrivers of cancer, and a resource and vendor market.

FISCAL IMPACT: The City support costs of \$7,750, promotional services of \$11,415 and up to \$5,000 in Economic Development Funding are included in the Fiscal Year 2025-26 Operating Budget of the various support departments.

ATTACHMENTS: Agreement