

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Director of Community Services

DATE: October 8, 2024

SUBJECT: Approve Sponsorship Agreement with Veterans of Foreign Wars, Temecula Valley Post #4089 for the Veterans Car Show (At the Request of Subcommittee Members Alexander and Schwank)

PREPARED BY: Dawn Adamiak, Assistant Director of Community Services

RECOMMENDATION: That the City Council approve a sponsorship agreement with Veterans of Foreign Wars, Temecula Valley VFW Post #4089 for in-kind promotional services of \$11,415.

BACKGROUND: Staff received a sponsorship request from Veterans of Foreign Wars, Temecula Valley VFW Post #4089 to provide support for the Veterans Car Show to be held on November 2, 2024. The Military Committee of the City Council (Council Members Alexander and Schwank) met on August 13, 2024, to review this special event and recommend support at the levels indicated below.

The Veterans of Foreign Wars is a veterans service organization comprised of eligible veterans and military service members from the active, guard and reserve forces. Roots can be traced back to 1899 when veterans of the Spanish-American War and the Philippine Insurrection founded local organizations to secure rights and benefits for their service. Many arrived home wounded or sick and there was no medical care for them. In their misery, some of these veterans banded together and formed organizations that would eventually band together and become known as the Veterans of Foreign Wars of the United States. Chapters were formed and the movement gained momentum. Today, membership stands at nearly 1.7 million members.

The Veterans Car Show will take place on Saturday, November 2nd from 10am-3pm at The Promenade. This family-friendly event will include a car Show & Shine, live music and promotional booths. All proceeds will benefit the Temecula Valley VFW Post #4089.

FISCAL IMPACT: The promotional services of \$11,415 and are included in the Fiscal Year 2024-25 Operating Budget of the various support departments.

ATTACHMENTS: Agreement