

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Kevin Hawkins, Director of Community Services

DATE: August 27, 2019

SUBJECT: Approve the Sponsorship Agreement with Michelle's Place for the Walk of Hope Event (At the Request of Subcommittee Members Mayor Pro Tem Stewart and Council Member Edwards)

PREPARED BY: Dawn Adamiak, Community Services Manager

RECOMMENDATION: That the City Council approve the sponsorship agreement with Michelle's Place for in-kind support valued at \$600 for City support and \$11,415 for promotional services.

BACKGROUND: Staff received a sponsorship request from Michelle's Place to provide support for the Michelle's Place Walk of Hope to be held on September 22, 2019. The Economic Development Subcommittee of the City Council (Mayor Pro Tem Stewart and Council Member Edwards) met on April 4, 2019, to review the budget on this special event and recommended support at the levels indicated below.

Michelle's Place Walk of Hope will serve as a fundraiser for Michelle's Place, a local non-profit organization serving the Temecula Valley. Michelle's Place was founded in 2001 to provide support and resources to women battling breast cancer, as well as to educate the community about breast cancer prevention and detection. Michelle's Place has implemented programs and services to help women make informed decisions and to encourage women to take action for their breast health. Michelle's Place has expanded their services to provide support for people afflicted with all types of cancer, not just breast cancer.

Michelle's Place Walk of Hope will include a 5k walk beginning and ending at Vail Headquarters, entertainment, promotional booth spaces, and a dog zone. The event has grown the past two years and organizers expect 1,000 walkers for 2019.

FISCAL IMPACT: The City support costs of \$600 and in-kind promotional services of \$11,415 are included in the Fiscal Year 2019-20 Operating Budget of the various supporting departments.

ATTACHMENTS: Agreement