

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

**FROM:** Kevin Hawkins, Director of Community Services

**DATE:** September 10, 2019

**SUBJECT:** Approve the Sponsorship Agreement with Old Town Temecula Gunfighters for Western Days 2019 (At the Request of Subcommittee Members Mayor Pro Tem Stewart and Council Member Edwards)

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**PREPARED BY:** Dawn Adamiak, Community Services Manager

**RECOMMENDATION:** That the City Council approve the sponsorship agreement with Old Town Temecula Gunfighters for in-kind support valued at \$700 for City support, \$11,415 for promotional services, and \$4,000 in economic development funding.

**BACKGROUND:** Staff received a sponsorship request from the Old Town Temecula Gunfighters to provide support for the 2019 Western Days to be held on September 14-15, 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. The Old Town Gunfighters were notified of their obligation to notify Old Town businesses and patrons in advance of their performances. This notification extends to their private performances as well as co-sponsored events.

Western Days and the Old Town Temecula Gunfighters have been acting as ambassadors to Temecula for 29 years. Western Days provides entertainment in the form of humorous and/or historically accurate gunfighter reenactments, gun safety demonstrations, historical activities for children (such as rope making, hand pumping water and washing clothes in a tub), period music, gold panning, and Civil War encampments. This event draws hundreds of locals and visitors and is a staple in our Autumnfest event line-up.

**FISCAL IMPACT:** The City support costs of \$700; in-kind promotional services of \$11,415; and \$4,000 in economic development funding are included in the Fiscal Year 2019-20 Operating Budget of the various supporting departments.

**ATTACHMENTS:** Agreement