

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Interim Director of Community Services

DATE: September 14, 2021

SUBJECT: Approve the Sponsorship Agreement with Valley of the Mist Quilt Guild for the Old Town Temecula Outdoor Quilt Show (At the Request of Subcommittee Members Mayor Edwards and Council Member Stewart)

PREPARED BY: Dawn Adamiak, Community Services Manager

RECOMMENDATION: That the City Council approve the Sponsorship Agreement with Valley of the Mist Quilt Guild for in-kind City support valued at \$1,050 and in-kind promotional services valued at \$11,415.

BACKGROUND: Staff received a sponsorship request from Valley of the Mist Quilt Guild to provide support for the annual Old Town Temecula Outdoor Quilt Show to be held on October 2, 2021. The Economic Development Subcommittee of the City Council (Mayor Edwards and Council Member Stewart) met on March 23, 2021, to review the budget on this special event and recommended support at the levels indicated below.

The Old Town Temecula Outdoor Quilt Show will serve as a fundraiser for the Valley of the Mist Quilt Guild, a local non-profit, charitable, educational, and social organization formed in 1990. They promote the knowledge of and appreciation for all aspects of quilting and fiber arts with an active philanthropy program. Throughout the year, the members give their time, effort, skill, and talent to hundreds of individuals throughout the Temecula Valley. Portions of the profits go to three local charities.

The annual Old Town Temecula Outdoor Quilt show will include beautiful quilts displayed from eaves and porches throughout Old Town, a live large quilt auction, a small silent quilt auction, and textile demonstrations.

FISCAL IMPACT: The City in-kind support costs of \$1,050 and in-kind promotional services of \$11,415 are included in the Fiscal Year 2021-22 Operating Budget of the various supporting departments.

ATTACHMENTS: Agreement