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January 27, 2020

Board of Directors
Triunfo Water & Sanitation District
Ventura County, California

WESTLAKE VILLAGE STREET FESTIVAL – POTENTIAL TWSD PARTICIPATION

Summary

For the past 25 years, the Rotary Club of Westlake Village has sponsored an annual Street Festival to benefit local non-profit organizations and Rotary-sponsored international water projects. The 2020 event is scheduled for 11:00 a.m. to 5:00 p.m. on Sunday, April 26. Activities include displays by more than 100 vendors and community organizations, gourmet food trucks, a Craft Beer Garden and Wine Tasting area, a classic car show, a Kid's Zone, and an entertainment stage. The Festival will be held on Lakeview Canyon Road between Agoura Road and Watergate Road. It typically draws hundreds of attendees.

Triunfo Water & Sanitation District (TWSD) has participated in the event the last five years. Staff has received sponsorship information and an inquiry from the Rotary Club of Westlake Village via email to inquire if TWSD desires to participate in the 2020 event. Staff is seeking direction as to whether your Board would like TWSD to participate in the Westlake Village Street Festival and, if so, at what level of participation. In 2018 and 2019, TWSD participated as a Bronze level sponsor.

Fiscal Impact

The Bronze Sponsor level fee is \$1,000 (same as the 2019 event) and includes TWSD's name and logo on a large event banner on the day of the event, *Thank you to Sponsor* ads on event materials, frequent thank-you announcements from the main stage during the event, and a 10' x 10' vendor booth space. Bronze level sponsors have their choice of premium space locations in the order of applications received. The Bronze level sponsorship fee (\$1,000) is included in the TWSD Fiscal Year 2020 Operating Budget. Lower-cost sponsorships are available (\$75-\$350). Event costs will also include approximately \$1,200 in staff time required to prepare display materials and staff the booth. This cost is also included in the TWSD budget.

Recommendation

It is recommended that the TWSD Board:

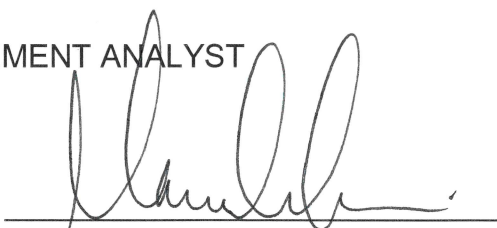
- A. Determine if participation in the April 26, 2020 Westlake Village Street Festival is desired and, if so, at what level and,
- B. Direct staff accordingly.

If you have questions regarding this event, please call me at (805) 658-4608 or email sandywarren@vrsd.com.



SANDY WARREN – MANAGEMENT ANALYST

REVIEWD AND APPROVED



Mark Norris – General Manager