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Title: Approve a Memorandum of Understanding for Sponsorship with the Fresno Food Exposition for \$62,500 for FY 2019

Sponsors: Office of Mayor & City Manager

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Attachments: 1. MOU Sponsorship FY2019.pdf

Date	Ver.	Action By	Action	Result
8/30/2018	1	City Council	approved	

REPORT TO THE CITY COUNCIL

August 30, 2018

FROM: WILMA QUAN-SCHECTER, City Manager

BY: LAURA GLORIA, Deputy City Manager

SUBJECT

Approve a Memorandum of Understanding for Sponsorship with the Fresno Food Exposition for \$62,500 for FY 2019

RECOMMENDATION

Staff recommends that the City Council approve a Memorandum of Understanding for Sponsorship (MOU) with the Fresno Food Exposition (Expo) for \$62,500 sponsorship as budgeted in the FY 2019 budget approved by the City Council.

EXECUTIVE SUMMARY

Staff recommends that the City Council approve an MOU to continue sponsorship of the Expo as approved in the FY 2019 budget. The Expo began in 2011 and has since then established its own 501c-6 entity which provides annual marketing efforts and trade shows for the purpose of expanding the promotion and marketing of all food industry related companies in the greater

Fresno area to new local, regional, national and international markets. The MOU will continue to position the City of Fresno as the official host city and includes other advertising and marketing benefits. Staff recommends that the City Council approve the MOU for Sponsorship of the Expo for \$62,500 as budgeted in the FY 2019 budget approved by the City Council.

BACKGROUND

The Fresno Food Expo was developed by the City of Fresno in 2011 as an economic development initiative used to support the growth of the food and beverage companies in the Fresno region. The goal of the Expo is to increase economic activity for food and beverage companies located in the San Joaquin Valley. The mission of the Expo, which is now being managed by its own 501c-6 Board of Directors, is to increase buyer participation to drive improved sales and job creation among San Joaquin Valley food and beverage companies, build consumer awareness about the food and beverage products grown and manufactured in the San Joaquin Valley and promote the Fresno region and its surrounding area as the prime location for new or expanding food and beverage manufacturers. Since the Expo came under the management of its own Board of Directors, the Expo has been recruited by other cities within the San Joaquin Valley in an effort to move its annual trade show event to their city. The \$62,500 sponsorship will ensure that the City of Fresno will continue to be the host city for the trade show event, and all Expo related marketing activities throughout the year, during the life of the MOU. Not only will the City of Fresno benefit by promoting its locally grown and produced food, but the City will also benefit by the ancillary revenue. This ancillary revenue includes, but is not limited to, event parking revenues and transient occupancy tax from hotel stays generated by hosting the event.

With continued support from the City of Fresno, the Expo has been a growing success, and has positively impacted the region's largest export-oriented companies. In anticipation of its continued growth, staff recommends that the City Council approve the MOU with the Expo for \$62,500 sponsorship as budgeted in the FY 2019 budget approved by the City Council. In addition, the City may extend the term of the MOU for up to one year subject to Council's approval of sufficient appropriations in FY 2020 and gives authority to the City Manager to enter into such agreement.

ENVIRONMENTAL FINDINGS

This item is not a project as defined by the California Environmental Quality Act.

LOCAL PREFERENCE

Local preference was not implemented because this item is sponsorship agreement.

FISCAL IMPACT

Funding for the sponsorship is appropriated in the FY 2019 Budget. Council will approve FY 2020 sponsorship through the budget approval process and gives authority to the City Manager to enter into such agreement based on budget appropriations.

Attachment:
Memorandum of Understanding for Sponsorship 2018