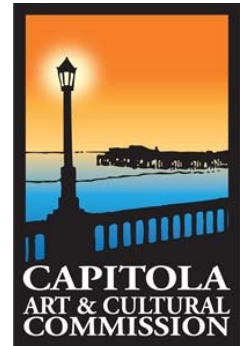


City of Capitola

Art & Cultural Commission

Tuesday, October 8, 2024 – 6:30 PM

Council Chambers
420 Capitola Avenue, Capitola CA 95010



Chair: Roy Johnson

Vice Chair: Laurie Hill

Commissioners: Mario Beltramo, Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Jennifer Major, James Wallace, Artist Vacant Seat

Staff Representatives: Nikki Bryant

-
1. **Call to Order**
 2. **Additional Materials**
 3. **Public Oral Communication:** *Public Oral Communication allows members of the public to address the Commission on any Program Report or topics within the purview of the Commission not on the General Business agenda.*
 4. **Commissioner Comments**
 5. **Staff Comments**
 6. **Approval of Minutes- Regular Meeting September 10, 2024**
 7. **Program Reports:** *All items listed in program reports are staff or commission updates on planned program activity. Public Communication for these items is to be addresses during Public Oral Communication.*
 - a. **Twilight Concerts**
 - b. **Art at the Beach**
 - c. **Movies at the Beach**
 - d. **Plein Air**
 8. **General Business:** *All items listed in General Business are intended to provide an opportunity for public discussion. The following procedure pertains to each General Business item 1) Staff explanation; 2) Commission Questions; 3) Public Comment; 4) Commission deliberation; 5) Decision.*
 - a. **Commissioner Applicants:** *Review Commissioner applications and recommend appointments to City Council for the one (1) open “Artist or arts organization member” commissioner seat and future appointments in January.*
 - b. **Tree Stump Graffiti:** *Receive Staff report and provide direction.*
 - c. **Sponsorship Policy:** *Receive Staff report and provide feedback on the sponsorship policy.*
 9. **Future Agenda Items**
 10. **Adjournment**

Agenda and agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City’s website: www.cityofcapitola.org on Friday prior to the Tuesday meeting. If you need additional information, please contact the City Hall Department at (831) 475-7300

American with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individual with

hearing impairments at the meeting in the City Council Chambers. Should you require special accommodation to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at (831) 475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

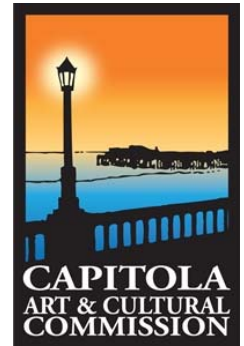
Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal shall set forth appellant's name, phone number, address to which notices may be sent to the appellant, and the grounds upon which the appeal is made.

City of Capitola

Art & Cultural Commission: Draft Minutes

Tuesday, September 10, 2024 – 6:30 PM

Council Chambers
420 Capitola Avenue, Capitola CA 95010



Chair: Roy Johnson

Vice Chair: Laurie Hill

Commissioners: Mario Beltramo, Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Jennifer Major, James Wallace, Vacant Artist Seat

Staff Representative: Nikki Bryant

1. **Call to Order:**

The meeting was called to order at 6:31 PM. In attendance: Cahalen, Hill, Major, Wallace, Johnson, Christiansen arrived at 6:37 PM Absent: Beltramo, Clarke

2. **Additional Materials**

None

3. **Public Oral Communication**

Carin Hanna

4. **Commissioner Comments**

Commissioner Wallace: Park & Washburn Tile Project

Vice Chair Hill: Stump Project Graffiti: discussion for next meeting.

5. **Staff Comments**

Commissioner Application with Clerks office.

Begonia Public Art project: Council meeting September 26th. Artist has returned and providing necessary materials.

Monterey Railing Project: Council Meeting October 24th.

41st ave signal boxes should be completed by the end of the month.

Park & Washburn Tile Project final step: painting. Council presentation on October 24th.

CS&R Department is Moving.

6. **Approval of Minutes- July 9, 2024**

Motion to approve the Minutes: Chair Johnson

Second: Commissioner Cahalen

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Vice Chair Hill,

Commissioner Major, Commissioner Wallace, Chair Johnson.

7. **Program Reports**

- a. **Twilight Concerts:** Commissioner Cahalen commented on the band selection and merchandise options. Commissioner Wallace commented on ADA services for concerts. Vice Chair Hill commented on appreciation for commissioners volunteering.
- b. **Art at the Beach:** Vice Chair Hill commented on artist absence and numbers in the report.
- c. **Movies at the Beach:** Commissioner Cahalen commented on the positive response for "Grease".

- d. **Plein Air:** Vice Chair Hill commented on future report to be a collaboration between her and staff.

8. General Business

a. Commissioner Applications

Report given by Staff. Chair Johnson asked Jill Payonzeck Lengre and Helynne Nourishad to share information about their background and if they would qualify as an Artist or Arts Organization Member. Jill Payonzeck Lengre shared her background and described her crafting experience. Did not feel she met the Artist or Arts Organization Member criteria. Helynne Nourishad shared her background and described her artistic mediums. Did not feel she met the Artist or Arts Organization Member criteria. Chair Johnson commented on the roles and responsibilities of commissioners.

Public Comment: None

Motion to approve recommendation to City Council of Jill Payonzeck Lengre and Helynne Nourishad as potential commissioners: Commissioner Cahalen

Second: Commissioner Christiansen

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Vice Chair Hill, Commissioner Major, Commissioner Wallace, Chair Johnson.

9. Future Agenda Items

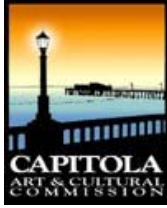
Tree Graffiti,

10. Adjournment

The meeting was adjourned at 7:37 PM to the next regular Art & Cultural Commission meeting on October 8, 2024.

ATTEST:

Nikki Bryant



Item #: 7

ART & CULTURAL COMMISSION Program Reports

FROM: Committee Chairs and Staff
DATE: October 8, 2024
SUBJECT: Report out for budgeted Art & Cultural programs.

Recommended Action: Receive report from committee chairs or staff for budgeted programs.

BACKGROUND

The Capitola Art & Cultural Commission is an advisory body whose responsibility is to advise the City Council as to the allocation of public art funds and encouragement of existing and new programs in the arts for the enjoyment of the residents.

The Art & Cultural Commission participates in annual goal setting from which programs in the arts are planned for production in the budget year with City Council approval. The 2024/25 budget has planned twelve (12) Twilight Concerts, four (4) Art at the Beach, two (2) Movies at the Beach and Plein Air.

Committees shall consist of no fewer than two (2) and no more than three (3) commissioners. If a vacancy occurs, the commission can choose to appoint a commissioner to the vacancy. The program committees are as follows:

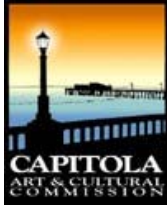
- 1) Twilight Concerts: Commissioner Wallace, Commissioner Beltramo and Commissioner Cahalen sit on the committee.
- 2) Art at the Beach: Chair Johnson, Vice Chair Hill and Commissioner Cahalen sit on the committee.
- 3) Movies at the Beach: Commissioner Cahalen and Commissioner Christiansen sit on the committee.
- 4) Plein Air: Vice Chair Hill and Commissioner Major sit on the committee.

DISCUSSION

The production of programs requires long term planning and collaboration with partners, volunteers, commissioners, and Staff. Regular reports from committee chairs are provided to enhance communication and planning as well as keeping the entire commission up to date on the progress of program activities. Additionally, committees shall report to the Commission no less than a quarterly basis. Program Reports are intended to only report on the progress of a budgeted event and committee activity. Any action requiring the entire commission to make a decision outside of committee activity will be added to the agenda under General Business.

ATTACHMENT

Report Prepared By: Nikki Bryant
Community Services & Recreation Director



Item #: 7

ART & CULTURAL COMMISSION

Program Reports

FROM: Staff
DATE: October 8, 2024
SUBJECT: Movies at the Beach Program Summary

Memo

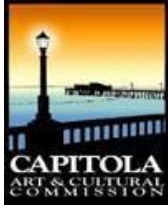
The 2024 Movies at the Beach series wrapped up on Friday September 20th with the showing of Shark Tales. The event was well attended and brought in more families with young children than prior shows that were aimed at adults and families alike. The event started approximately 30 minutes earlier than the previous movie event (in late August) also this film only had a 90 showing time. The combination of the earlier start time and shorter movie time seemed to allow attendees with young children to stay throughout the whole event. As in previous events that start closed to 8:00pm and are 2-hour films don't wrap up until 10pm seems to lose a large part of the audience.

The local theater Cinelux donated popcorn which was offered to movie goers complimentary. This was the year since 2019 that popcorn was served, and the attendees offer a lot of positive feedback.

The event was staffed by Community Services & Recreation Department staff members as well as one Public Works Department employee. Fred Meng was hired as the projectionist for this event.

#

Report Prepared By: Kelly Barreto
Event Specialist



Item #: 7

ART & CULTURAL COMMISSION

Program Reports

FROM: Kim Molloy
DATE: September 26, 2024
SUBJECT: Capitola Plein Air Update

Memo

Capitola Plein Air - October 21st - 27th

- ★ Welcome email sent to all artists with attached documents and images:
 - Schedule of events
 - Plein Air Rules and instructions
 - Artist listing of participants
 - Plein Air Postcard artwork
 - Artwork for Facebook and Instagram posting

- ★ Our goal is to offer electronic/digital versions of all materials to the artist so that they are accessible on their phones. Paper copies will still be available at check-in.

- ★ We are adding an Artist Resource section to the Plein Air website to include all documents and images.
 - A QR code and link will be sent to all artist to access these resources
 - Additional resources will include a detailed map of the Capitola paint area
 - A guide

- ★ Name tags will include a QR code to the artists websites. When artists are out painting the town and interacting with spectators they can easily share their website and contact information by scanning the QR code instead of carrying business cards.

- ★ Artist welcome reception with coffee and pastries has been added to Monday's Artist check-in

- ★ We are adding live music to the Friday Meet the Artist event in Esplanade Park

- ★ I met with Linda Cover to see her artwork project ideas. She was selected and contracts are being prepared.

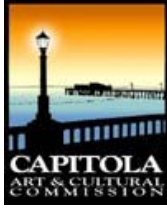
- ★ Printed postcards and poster will arrive this week

- ★ Cory is preparing a targeted postcard mailing to 1,000 residents of Capitola. This will be sent out by Oct 2nd.

- ★ **Publicity**

- The ad in Good Times Open Studio's publication is currently in newsstands and shops throughout the greater Santa Cruz area.
- We are connecting with Good Times for additional ads throughout October
- Posters and postcards will be distributed to local businesses in Capitola and Santa Cruz
- The event will be listed in GoodTimes electronic calendar
- Event listing in www.santacruz.org
- Event details will be submitted to Think Local First email distribution
- Radio and news stations will be contacted with event details
 - Community TV
 - Ksbw TV 8
 - KCSO
 - KPIG
 - KZSC
 - KSQD
 - Off the Lip Radio Show

Report Prepared By: Kim Molloy
Event Specialist



Item #: 8.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF October 8, 2024

FROM: Staff
DATE: September 30, 2024
SUBJECT: Commissioner Recommendation

Recommended Action:

Review Commissioner applications and recommend appointments to City Council for the one (1) open “Artist or arts organization member” commissioner seat and future appointments in January.

BACKGROUND

The Capitola Municipal Code requires that the commissioners be appointed by the City Council upon recommendation by the Art & Cultural Commission and shall serve a two-year term. In September 2019 City Council updated the Bylaws and removed term limits for Commissioners on the Art and Cultural Commission. According to the Bylaws, members do not need to be Capitola residents.

The Art & Cultural Commission consists of nine members. There are eight (8) commissioners currently serving whose term expire on December 31, 2024 and there is one open seat for the “Artist or Arts Organization Member” designation.

The City Clerk’s office has opened an application period for any interested parties to serve on city Board or Commissions for City Council appointments to be conducted in January.

DISCUSSION

The City Clerk has received three (3) applications for Art & Cultural Commissioner. As part of the application process any prospective commissioner must attend an Art & Cultural Commission meeting and conference with the commission regarding the duties and responsibilities of being an Art & Cultural Commissioner to receive a recommendation for City Council to appoint.

FISCAL IMPACT No fiscal impact

ATTACHMENT

1. Commissioner Application from Roy Holmberg
2. Commissioner Application from Tara Hunt
3. Commissioner Application from Ester Sylvan

Report Prepared By: Nikki Bryant
Director of Community Services & Recreation



Boards and Commissions Application

Thank you for your interest in serving on a City of Capitola Advisory Group. Please fill out the following form with your information. Appointments are made at a public City Council meeting.

Application For:

Application For:

- Art and Cultural Commission - Artist
- Art and Cultural Commission - Arts Professional
- Art and Cultural Commission - At Large
- Commission on the Environment
- Finance Advisory Committee - At Large
- Finance Advisory Committee - Business Representative
- Historical Museum Board
- Planning Commission
- Other:

Applicant Information

First Name *

Roy

Last Name *

Holmberg

Email *

[REDACTED]

Current Address *

Street Address

[REDACTED]

Address Line 2

City

Santa Cruz

State / Province / Region

California

Postal / Zip Code

95060

Country

United States

Telephone (Home)

Telephone (Mobile) *

[REDACTED]

Are you a Capitola resident? *

No

Residential Neighborhood:

own the property [REDACTED]

Are you applying as a Youth Member to an Advisory Group? *

No

Youth Members are encouraged to participate with City Boards, Committees, and Commissions.

Qualifications

Occupation:

Artist blacksmith

Please describe your qualifications and interest in serving on this Board/Commission/Committee: *

I am an artist blacksmith and have doing so since the year 2000. I have also served on the Santa Cruz County Arts Commission, and The Santa City Arts Commission. I served on the Open Studios committee for 7 years, three years as the chair. I have been an open studios artist many times over the last 25 years and have participated in the Doon Arts tour. I have completed various public art pieces two of which were in Capitola. I was the County of Santa Cruz County Superintendent of Park Planning and Operations for 7 years and the Director of General Services for 12 years. Both positions involved selecting and maintenance of public art. See my webpage at royholmberg.com information on various art projects i have been involved with.

Additional Attachments

Acknowledgement Required *

Please note that appointment to this position may require you to file a conflict of interest disclosure statement or complete additional trainings with the City Clerk. This information is a public record and these statements are available to the public on request.

Acknowledged

Signature *

All information contained in this page is public data and will be made available for public review upon request. Qualifications and interests of applicants will be provided to the City Council in a public forum and will be reviewed before appointments are made. Questions regarding this application and appointment process should be directed to the Capitola City Clerk.

[REDACTED SIGNATURE]



CITY of CAPITOLA

BOARDS AND COMMISSIONS APPLICATION

Application for:

- Art & Cultural Commission
[Artist; Arts Professional; At Large Member]
Please underline category above.
- Architectural & Site Committee
[Architect; Landscape Architect; Historian]
Please underline category above.
- Finance Advisory Committee
[Business Representative; At Large Member]
Please underline category above.
- Traffic & Parking Commission
[Village Resident; Village Business Owner; At Large Member]
Please underline category above.
- Historical Museum Board
- Planning Commission
- Library Advisory Committee
- Other Committee _____

Name: _____ Hunt Tara
Last First

Residential Neighborhood: _____ Capitola, Ca 95010

Occupation: Teacher (Kindergarten)

Describe your qualifications and interest in serving on this Board/Commission/Committee: _____

I love Capitola! I've been a long time visitor as a child, and moved here in 2010 and lived in the village and now above the village.

I want the best for Capitola. I think Capitola is a fun and magical place that offers romance, culture and history. I'd like to promote Capitola.

in as many ways as possible. From the Rispin mansion to the many festivals that Capitola offers, I feel it's important to enrich the lives of our visitors and locals as well. Music is very important to me! Since Covid, we've seen a decline in the number of places that offer live music.

I'd like to bring that back. I'd love to help brainstorm other ideas to help with fundraising and getting our community more involved. As a teacher of 25 years I have many qualities that would help facilitate this, including organization, creativity and strong communication skills.

(Use additional paper, if necessary)

Please Note: Appointment to this position may require you to file a conflict of interest disclosure statement with the City Clerk. This information is a public record and these statements are available to the public on request.

9/23/2024
Date

Signature of Applicant

Email to: cwoodmansee@ci.capitola.ca.us

-OR- Mail/Deliver Application to:

Capitola City Hall

Attn: City Clerk

420 Capitola Avenue, Capitola, CA 95010

All information contained in this page of the application is public data and will be made available for public review and copying for anyone requesting it, and may be posted on the website of the City of Capitola. All information in this page will be provided to the Capitola City Council in a public forum and will be reviewed in public. It will therefore be part of the public record.



Boards and Commissions Application

Thank you for your interest in serving on a City of Capitola Advisory Group. Please fill out the following form with your information. Appointments are made at a public City Council meeting.

Application For:

Application For:

- Art and Cultural Commission - Artist
- Art and Cultural Commission - Arts Professional
- Art and Cultural Commission - At Large
- Commission on the Environment
- Finance Advisory Committee - At Large
- Finance Advisory Committee - Business Representative
- Historical Museum Board
- Planning Commission
- Other:

Applicant Information

First Name *

Esther

Last Name *

Sylvan

Email *

[REDACTED]

Current Address *

Street Address

[REDACTED]

Address Line 2

[REDACTED]

City

Capitola

State / Province / Region

California

Postal / Zip Code

95010

Country

US

Telephone (Home)

Telephone (Mobile) *

[REDACTED]

Are you a Capitola resident? *

Yes

Residential Neighborhood:

Riverview Terrace

Are you applying as a Youth Member to an Advisory Group? *

No

Youth Members are encouraged to participate with City Boards, Committees, and Commissions.

Qualifications

Occupation:

Retired-UCSC Administration

Please describe your qualifications and interest in serving on this Board/Commission/Committee: *

As a resident of Capitola for 35 years, I have a keen interest in supporting my community. To that end, I have served as a volunteer for virtually all of our city sponsored events through the years (see attached resume for details). In fact, I have been a volunteer for all of the events that the Arts and Cultural Commission sponsor. Currently, my formal affiliations are as a working member of the Capitola Foundation and a docent at the Capitola Museum.

In reviewing the listing for the current Commission opening, I see that you are looking to fill an 'Artist' position. Although I can't claim to be able to fill the opening in that capacity, I hope you will keep my application on file in the event an at large opening happens in the future. I would welcome the opportunity to serve on this particular commission to support and encourage ongoing and new arts programs in the city and I believe my experience makes me a strong prospect.

Thank you for your consideration.

Additional Attachments

Sylvan Resume.pages

360.3KB

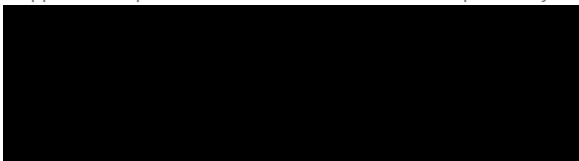
Acknowledgement Required *

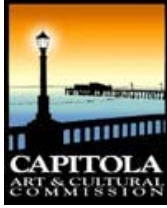
Please note that appointment to this position may require you to file a conflict of interest disclosure statement or complete additional trainings with the City Clerk. This information is a public record and these statements are available to the public on request.

Acknowledged

Signature *

All information contained in this page is public data and will be made available for public review upon request. Qualifications and interests of applicants will be provided to the City Council in a public forum and will be reviewed before appointments are made. Questions regarding this application and appointment process should be directed to the Capitola City Clerk.





Item #: 8.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF October 8, 2024

FROM: Staff
DATE: September 30, 2024
SUBJECT: Tree Stump Public Art Graffiti

RECOMMENDED ACTION:

Receive Staff report and provide direction.

BACKGROUND

During the 2019-2020 winter storms, a very large cypress tree fell in the Lower Beach and Village Parking lot. Most of the tree was removed, however the stump remains in place. City Council approved a Public Art Contract to artist Anthony May at the recommendation of the Art & Cultural Commission on May 25, 2023. The Tree Stump Public Art project completed installation August 2023.

DISCUSSION

At the May 25, 2023, City Council Meeting the artist Anthony May presented the concept and commented that part of the concept of his artwork is the impermanence of all things and the natural entropy of the work. That overtime the sculpture is expected to take damage and return landscape, subject to the elements and impact of the public.

The sculpture has several instances of graffiti, nothing offensive, and Vice Chair Hill has requested that the Commission discuss this vandalism.

FISCAL IMPACT Maintenance of this Public Art project is not budgeted for FY 24/25 and the current Public Art maintenance budget is complete. If the Commission decides to recommend maintenance work, and that work would require budget allocation; Staff recommends adding the work to the maintenance goals for FY 25/26.

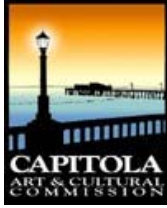
ATTACHMENT

1. Images of graffiti

Report Prepared By: Nikki Bryant
Director of Community Services & Recreation







Item #: 8.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF October 8, 2024

FROM: Staff
DATE: September 17, 2024
SUBJECT: Sponsorship Policy

Recommended Action:

Receive Staff report and provide feedback on the sponsorship policy.

BACKGROUND

On an annual basis, the City solicits for sponsorship donations to partially fund Summer and Fall events. The majority of sponsors fund the Twilight Concerts with the FY 24/25 budget goal of \$24,000. Other events solicit sponsorship but at smaller goals ranging from \$2,000 to \$5,000.

Historically, sponsors have been interested in receiving some measure of benefit in return for their sponsorship; however the expectation of that benefit is not consistent across all sponsors. Some of the current practices are special recognition at a specific Twilight Concert, a VIP seating area, publication of logos on banners and promotional materials.

DISCUSSION

Staff would like to establish a Sponsorship Policy in order to ensure that each sponsorship gift of equal value receives an equal benefit. The attached sample policy is drafted from other local public agencies and non-profits. Once feedback from the Commission is collected, Staff will return with a draft policy to be approved and used for the upcoming 2025 season.

FISCAL IMPACT No fiscal impact

ATTACHMENT

1. Sample Sponsorship Policy
2. Sponsorship Materials

Report Prepared By: Nikki Bryant
Director of Community Services & Recreation

COMMUNITY EVENTS SPONSORSHIP POLICY

I. Purpose/Policy

The purpose of this policy is to establish guidelines and procedures for **sponsorship recognition** at **Community Events** hosted by the City. Sponsorship opportunities provide essential resources to support the successful planning and execution of events, while offering sponsors visibility and recognition for their contributions. This policy outlines the process by which sponsors receive recognition based on the sponsorship levels detailed below.

- **Sponsorship Recognition Duration:** Sponsorship recognition will be tied to the specific event or series of events and will be valid for the duration of the event(s). If an event is **canceled or rescheduled**, sponsorship recognition will be adjusted accordingly in consultation with sponsors.

II. Sponsorship Recognition Opportunities

The following **sponsorship levels** are available for community events, offering varying degrees of visibility and recognition depending on the level of financial or in-kind support provided:

Sponsorship Levels

1. **Presenting Sponsor (Primary Event Sponsor)**
 - **Contribution Requirement:** Varies depending on the size and scope of the event.
 - **Recognition Benefits:**
 - Exclusive “Presented by [Sponsor Name]” branding on all event materials (banners, brochures, website, social media, etc.).
 - Prominent logo placement on event signage and marketing materials.
 - Verbal recognition throughout the event.
 - Complimentary booth or vendor space at the event (if applicable).
 - VIP seating or access to special areas (if applicable).
2. **Gold Sponsor**
 - **Contribution Requirement:** Varies by event.
 - **Recognition Benefits:**
 - Logo placement on select event materials and promotions (print and digital).
 - Verbal acknowledgment during the event.
 - Complimentary booth space (if applicable).
3. **Silver Sponsor**
 - **Contribution Requirement:** Varies by event.
 - **Recognition Benefits:**
 - Name recognition on select event materials and promotions.
4. **Bronze Sponsor**
 - **Contribution Requirement:** Varies by event.
 - **Recognition Benefits:**
 - Name listing in event program on website.

Other Sponsorship Opportunities

In addition to the general sponsorship levels, specific areas or elements of community events may be available for sponsorship, including but not limited to:

- **Stage Sponsor**
- **Entertainment Sponsor**
- **Food & Beverage Area Sponsor**
- **Children's Activities Sponsor**
- **VIP Area Sponsor**

The **Community Services & Recreation Director** will determine the required sponsorship amounts for these specific opportunities, which will offer sponsors tailored visibility and recognition.

III. Process

1. **Fundraising Campaign:** The **Community Services & Recreation Director** or designated event organizer will coordinate the sponsorship campaign, establishing the sponsorship levels and specific opportunities for each event.
2. **Sponsorship Recognition:**
 - Sponsors will be recognized according to the level of their contribution, as outlined in the **Sponsorship Levels** section.
 - **Presenting Sponsors** and **Major Sponsors** will receive prominent recognition, including logo placement and verbal mentions during the event.
 - All sponsors will be listed on event materials unless **anonymity** is requested.
3. **Anonymity Requests:** Sponsors who wish to remain anonymous may request anonymity at the time of their contribution by informing the event organizers.

IV. Conflict of Interest

1. **Avoidance of Conflicts:** To ensure transparency and fairness in the sponsorship process, the City will not accept sponsorships that create a real or perceived conflict of interest. A conflict of interest arises when the sponsorship may influence or appear to influence the decisions or operations of the City or any event organizer in favor of the sponsor, to the detriment of the community or the public interest.
2. **Disqualified Sponsors:** The City will not accept sponsorships from businesses or organizations that:
 - Have pending regulatory, legal, or contractual matters with the City.
 - Are involved in activities or industries that conflict with the City's values, mission, or public image.
 - Seek to use sponsorship as a way to gain improper influence over City policies, decisions, or events.
3. **Review Process:** All potential sponsors will be vetted by the **Community Services & Recreation Director** or designated event organizer to ensure compliance with this section. In cases of uncertainty regarding potential conflicts, the City may seek legal advice or refer the decision to an ethics committee.

4. **Disclosure Requirements:** All sponsors must disclose any business relationships, affiliations, or interests with City officials, employees, or event organizers that could create a conflict of interest. Failure to disclose relevant information may result in the rejection of the sponsorship or termination of the sponsorship agreement.

V. Responsibility

The **Community Services & Recreation Director** or event organizer will oversee the **sponsorship campaign** and ensure that sponsors receive appropriate recognition in accordance with this policy. The City is responsible for implementing sponsorship recognition and ensuring compliance with this policy, including the provisions regarding conflict of interest.

Effective Date: [Insert Date]

Approved By: [Insert Name or Committee]

Next Review Date: [Insert Date]

2024



Sponsorship Opportunities



2024

To Whom It May Concern,

The City of Watsonville is a diverse and thriving community that loves to celebrate and gather; special events help do that. In addition to bringing people together, special events strengthen community image and sense of place, strengthen safety and security and provide residents and visitors with a safe and enjoyable environment.

With this in mind, we are seeking sponsorship to help support the many special events that are offered by the City of Watsonville throughout the year. Your support will ensure a diverse lineup of high quality and vibrant special events. In return, your company could potentially gain exposure to tens of thousands of local residents and people from around the region.

In this sponsorship packet you will find a list of our June-December special events with a variety of sponsorship opportunities to choose from.

We appreciate your time and willingness to support your community. We look forward to working with you in the near future. Thanks for joining us in making Watsonville an ideal place to live, work and play.

Please contact us if you have any questions or to lock in your community support today!

Parks and Community Services Department
Jessica Beebe, Community Engagement & Events Supervisor
jessica.beebe@watsonville.gov | 831.768.3266





July 4th Parade

About the Event

The Spirit of Watsonville 4th of July Parade is a community tradition. The Watsonville parade showcases thousands of participants; businesses, non-profits, youth groups, and other associations. Thousands of spectators gather along Main Street in Historic Downtown to enjoy this community parade.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

July 4, 2024

Event Attendance - 15,000+ people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers
- Mini American Flags for 25

FREEDOM RINGER - \$5,000

(sponsorship of parade enhancing element)

- Banner recognizing your company's sponsorship on announcer stage
- Banner recognizing your company's sponsorship at parade start
- VIP Seating Area, Covered
- VIP Parking
- Parade Participant Entry, Free of Charge

PATRIOTIC - \$2,000

- Banner recognizing your company's sponsorship during the parade
- VIP Seating Area, Covered
- VIP Parking
- Parade Participant Entry, Free of Charge

STAR SPANGLED - \$1,000

(sponsor event logistics)

To sponsor this event contact:

jessica.beebe@watsonville.gov



Music in the Plaza

About the Event

Live performances come to the City Plaza! Music in the Plaza brings a variety of artists to downtown Watsonville for entertainment free of charge. A total of seven concerts are offered. These concerts bring the community together, while supporting local Downtown businesses. They are also aligned with Friday Watsonville Farmers' Market events.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

June - September 2024

Event Attendance - 450 people per event
Total Attendance - 3,000 people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers
- Acknowledgment on all marketing efforts (may include social media, radio, news)

PATRON OF THE ARTS - \$5,000

(Sponsorship of two concerts)

- Logo on stage backdrop for two of the seven concerts of your choosing
- Announcements by bands recognizing your company's sponsorship
- Special event seating upon request

PRODUCER - \$2,500

(Sponsorship of one concert)

- Company logo on stage backdrop for one of the seven concerts of your choosing
- Announcements by bands recognizing your company's sponsorship

FRIENDS OF THE ARTS - \$1,000

(sponsor event sound system and music logistics)

To sponsor this event contact:

jessica.beebe@watsonville.gov



Strawberry Festival

About the Event

The Watsonville Strawberry Festival traces its roots to the Watsonville Strawberry Dessert Festival that was founded in 1995 to help downtown Watsonville recover from the 1989 Loma Prieta earthquake. Today, the festival provides a safe, family-friendly experience in downtown Watsonville.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

August 3-4, 2024

Event Attendance - 35,000+ people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on social media
- Name or logo in the Festival program
- Inclusion on the Festival website with a link to business website
- Business banner (provided by business) displayed at festival
- Acknowledgment on social media

THE BIG BERRY - \$15,000

- Company name prominently displayed on all Festival marketing materials, correspondence, etc.
- Banner recognizing your company's sponsorship at the main stage (no larger than 6 x 8)
- Logo circulating on Main Stage screen
- Souvenir packet
- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the main stage of the Festival for promotional purposes
- Logo displayed on official Strawberry Festival Poster
- (16) VIP Parking Passes

BERRIEST - \$8,000

- Business name displayed on official Strawberry Festival poster
- Banner recognizing your company's sponsorship at the main stage (no larger than 6 x 8)
- 10 feet x 10 feet area near the Festival main stage for promotional purposes
- (8) VIP Parking Passes

BERRY BERRY - \$5,000

- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the Festival main stage for promotional purposes
- (4) VIP Parking Passes

SWEET BERRY - \$3,000

- (2) VIP Parking Passes

BABY BERRY - \$1,500

(sponsor event logistics)



Santa Tour

About the Event

This several-day event began in 2020 as a safe way to spread socially-distanced holiday cheer. Santa rides atop a festively-lit antique fire truck and is followed by cheerful elves distributing candy canes. In 2021, the event was modified to include stops at local parks and schools, with maps and an online Santa Tracker to make it easy to find jolly old Saint Nick.

To the delight of many, the Grinch also snuck along and performed a well-received dance routine. As we look forward to restoring our traditional holiday events, we can't imagine the holiday season without this heart-warming addition, which was awarded the 2021 Event of the Year by the Pajaro Valley Chamber of Commerce & Agriculture.

Target Audience

General public & Watsonville families with children

December 2023

Digital Media

- Facebook - 11,000+ Followers

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers

CINDY LOU WHO - \$2,500

(sponsorship of the Grinch)

- Company banner on fire truck
- Logo on event signage

BUDDY THE ELF - \$1,500

(sponsorship of Santa & Mrs. Clause)

- Company banner on fire truck
- Logo on event signage

MAX - \$500

(sponsor event logistics)

To sponsor this event contact:

jessica.beebe@watsonville.gov