

City Council

February 5, 2019

Item 4. 19-079 Agreement with Rotary Foundation
Silicon Valley Barbeque Championships Event



City of
Santa Clara
The Center of What's Possible

Background

- **Silicon Valley Barbeque Championships**
 - June 2012: Inaugural Event
 - Location: Mervyn's Plaza Parking Lot
 - Sponsor: Rotary Foundation
 - Kansas City Barbeque Society competition
- **City Co-sponsorship**
 - April 2013: Council approved 5 year Agreement
 - Location: Central Park, Ballfields & CRC
 - Combined with All City Picnic event
 - Elements: car show, carnival, food alley, etc.
 - Adjustments over time





City of Santa Clara
The Center of What's Possible

Background

- **City Event Support**
 - Venue, set up/clean up, communication, entertainment, equipment, food permits, safety, sanitation, security, supplies, staff
 - Annual average support: \$46,000
- **Rotary Responsibilities**
 - KCBS Championships sanctioned event (team reg., judges, competition, prizes, etc.), alcohol sales & bistro area; sponsor activation, vendor booths; event promotion & publicity, entertainment; volunteers, parking



SVBBQC	2014	2015	2016	2017	2018
Income	\$111,098	196,315	\$221,417	\$245,009	\$243,503
Expenses	(\$66,618)	(\$127,891)	(\$166,877)	(\$190,453)	(\$178,631)
SVBBQC Net	\$44,480	\$68,425	\$54,540	\$54,556	\$64,872
Donations	(\$50,437)	(\$54,650)	(\$74,424)	(\$70,180)	(\$58,546)

3



City of Santa Clara
The Center of What's Possible

Rotary Donations and Request

- **Rotary Local Charitable Donations**
 - College Scholarships \$32,000
 - Steps for Success \$10,000
 - Christmas for Kids \$11,000
 - Enterprise Learning Conference \$27,000
 - Rotary Youth Leadership Awards \$2,800
- **Rotary Request**
 - Continue Collaboration with City (5 years)
 - June 21-22, 2019; June 19-20, 2020; June 18-19, 2021; June 17-18, 2022; June 16-17, 2023
 - City support \$36-\$40,000 per year (\$180-\$200,000 total)



4



**City of
Santa Clara**
The Center of What's Possible

Recommendation

- Staff does not make a recommendation.
- However, if the Council approves the Rotary Foundation's request, staff recommends that the City Manager be authorized to negotiate and execute an agreement with the Rotary Foundation for a five year agreement to provide financial support, ranging from \$180,000 to \$200,000, for the Silicon Valley Barbeque Championship event, per terms outlined in the staff report.



5



**City of
Santa Clara**
The Center of What's Possible