

RESOLUTION NO. 2023-181

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
AUTHORIZING THE CITY MANAGER TO EXECUTE A MEMORANDUM OF
UNDERSTANDING WITH VISIT ELK GROVE FOR SPECIAL EVENT PRODUCTION
AND MARKETING CAMPAIGN COORDINATION, AND ESTABLISHING A SPECIAL
EVENT ATTRACTION GRANT FUND IN AN AMOUNT NOT TO EXCEED \$50,000
ANNUALLY**

WHEREAS, the City of Elk Grove (City) established the Elk Grove Tourism Marketing District (the District) in 2015 and worked with lodging businesses within the District to create a non-profit Owners' Association known as Visit Elk Grove, or VEG, dba Explore Elk Grove, to administer the District; and

WHEREAS, the City and VEG share some common goals to promote a vibrant economy through the attraction, production, and sponsorship of special events and marketing campaigns; and

WHEREAS, a Memorandum of Understanding (MOU) was jointly developed to leverage the unique resources and knowledge of both organizations and maximize the use of taxpayer funds for events and marketing campaigns operated or supported by either organization; and

WHEREAS, the MOU formalizes the terms of special event and marketing campaign production and collaboration between the City and Visit Elk Grove and provides for equitable contributions from both organizations; and

WHEREAS, the MOU authorizes funding in an amount not to exceed \$50,000 per year to augment VEG's current event attraction sponsorship and grant program designed to incentivize special events to select Elk Grove as their host city when the benefits of the event warrant financial support.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby authorizes the City Manager to execute the Memorandum of Understanding with Visit Elk Grove, in substantially the form presented, and to execute all documents and take all actions necessary to implement and administer the MOU, and to expend City funds under the MOU in an amount not to exceed \$50,000 annually.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 9th day of August 2023




BOBBIE SINGH-ALLEN, MAYOR of the
CITY OF ELK GROVE

ATTEST:


JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:


JONATHAN P. HOBBS,
CITY ATTORNEY

CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2023-181

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)

I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on August 9, 2023 by the following vote:

AYES: COUNCILMEMBERS: Singh-Allen, Spease, Brewer, Robles, Suen

NOES: COUNCILMEMBERS: None

ABSTAIN: COUNCILMEMBERS: None

ABSENT: COUNCILMEMBERS: None



Jason Lindgren, City Clerk
City of Elk Grove, California