

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Dave Klotzle, City Engineer/Public Works Director 
Prepared by: Shaun Kroes, Senior Management Analyst 

DATE: August 31, 2011 (CC Special Meeting of 09/14/11)

SUBJECT: Consider Sponsorship of the 2011 Metrolink Holiday Toy Express

SUMMARY

The City Council is being asked to approve a \$2,000.00 sponsorship for Metrolink's 2011 Holiday Toy Express.

BACKGROUND

For the past fifteen years, Metrolink's Holiday Toy Express has been performing at their stations in Southern California. The event includes a decorated train with over 50,000 lights and a live musical show featuring Santa and his friends. In addition to the free entertainment, Metrolink encourages the audience to donate new toys for the California Firefighter's "Spark of Love" Toy Drive, which are distributed to underprivileged children throughout the local area. The Holiday Toy Express runs through Moorpark each year, including last year when Metrolink had to reduce the number of stations visited to 15. In the past, the City has supported the event through advertising and providing Volunteer Patrol for safety. Beginning in 2008, the City also provided coffee and hot chocolate. Also beginning in 2008, the City began donating \$1,000.00 towards the Metrolink Holiday Toy Express.

DISCUSSION

This year, Metrolink is requesting that the City donate \$2,000.00 to the Metrolink Holiday Toy Express. Metrolink did not request a donation in 2010, when it reduced the number of stations visited to 15, although Moorpark was one of the 15 stations visited. City Council has sponsored the Holiday Toy Express in 2008 and 2009 by becoming a "Santa's Buddy" and approved donating \$1,000.00 to Metrolink. The City has budgeted \$1,000.00 in FY 11/12 for the Holiday Toy Express. If the City sponsors the 2011 event in the amount of \$2,000.00, Metrolink will provide the City will the following:

- “Thank you” message at Moorpark Metrolink station
- Circulation of flyers at Moorpark Metrolink station prior to the event
- Give away or display presence at Moorpark Metrolink station during the event
- City logo on posters at community centers, 52 Metrolink train stations, transit stores and employment centers – circulation of 10,000

FISCAL IMPACT

If approved, Metrolink will submit an invoice to the City, requesting \$2,000.00. The adopted FY 11/12 Budget includes \$1,000.00 of Transportation Development Act (TDA) funds in anticipation of this program. The new request of \$2,000.00 will require \$1,000.00 in additional funds. This \$1,000.00 can be transferred using a Budget Line Item Adjustment from the VISTA budget line item. The adopted FY 11/12 Budget included \$40,000.00 for VISTA services. The Ventura County Transportation Commission has announced that Moorpark’s FY 11/12 VISTA cost will be \$35,378.40. Part of this \$4,621.60 in savings can be transferred to fund the additional \$1,000.00 Metrolink donation request.

STAFF RECOMMENDATION

Approve \$2,000.00 sponsorship for the 2011 Metrolink Holiday Toy Express.

Attachment

2011 Metrolink Holiday Toy Express Flyer

August 18, 2011

Shaun Koes
City of Moorpark
skroes@ci.moorpark.ca.us

Dear Mr. Koes:

On behalf of Metrolink, we are very pleased that the City of Moorpark may serve as one of our host cities for the Holiday Toy Express® tour this year. Each host city is asked to contribute to its success by becoming “Santa’s elf” and sponsor this special train to help raise funds so we can off-set some of the \$301,000 estimated cost.

Santa’s glittering train, the Metrolink Holiday Toy Express, is once again preparing to travel from city to city to entertain families and help to collect toys for the less fortunate. Although last year we had to trim the program to only 15 stops due to budgetary constraints, this year we hope to return to our full schedule and bring back the musical performance. This year’s proposed 44-city tour, which passes through six counties (San Bernardino, Riverside, Ventura, Orange County, Los Angeles and San Diego counties) brings a brightly packaged gift – a 450-ton train decorated with holiday displays and 50,000 twinkling lights – and of course, Santa!

Families who come to the station to enjoy this free holiday treat are encouraged to bring new unwrapped toys. Local firefighters typically collect more than 100,000 toys for the ABC7/*Spark of Love Toy Drive* during the season on nights the Holiday Toy Express is in town. These toys are distributed in their local communities to families who may not be able to provide gifts this holiday season.

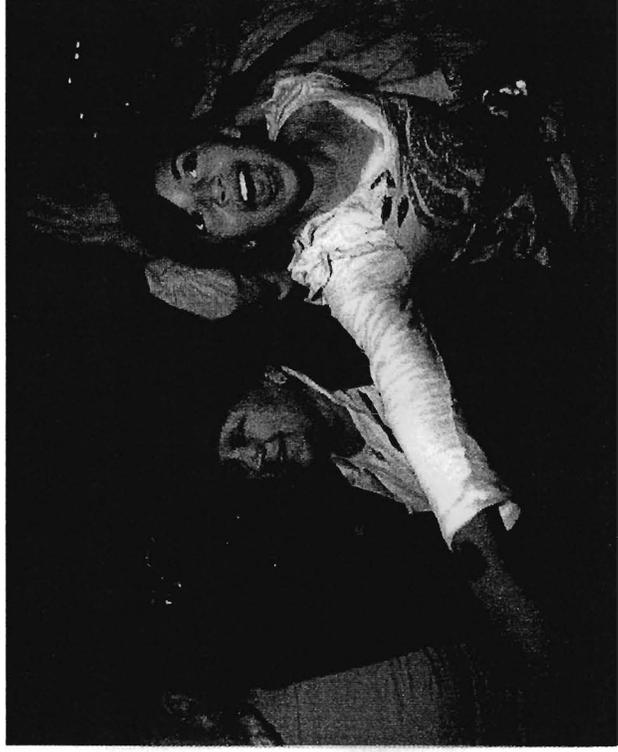
It’s not too early to start planning. Since this is the 15th anniversary of the Holiday Toy Express, we want to showcase our dedication to the community in a big way. This initiative will not be possible without your participation, so we are asking that you contact me at ziebellc@scrra.net or 213-452-0419 with any questions and your sponsorship commitment by **August 26, 2011**.

We are very excited to offer this great holiday show to the communities we serve.

Sincerely,

Claudia Ziebell
Metrolink Communications Manager

Santa's Buddy - \$2,000



- **One Station Sponsorship**
- "Thank You" message at selected station.
- Circulation of business flyers at selected station.
- Give away or display presence at selected station.
- Logo on posters at community centers, 55 Metrolink train stations, transit stores and employment centers – circulation of 10,000!

