

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Yugal K. Lall, City Engineer/Public Works Director
Prepared by: Shaun Kroes, Senior Management Analyst

DATE: August 18, 2009 (CC Meeting of 09/02/09)

SUBJECT: Consider Sponsorship of the Metrolink Holiday Toy Express

SUMMARY

The City Council is being asked to approve a \$1,000 sponsorship for Metrolink's 2009 Holiday Toy Express.

BACKGROUND

For the past thirteen 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. In the past, the City has supported the event through advertising and providing Volunteer Patrol for safety. Last year, the City also provided coffee and hot chocolate. The Moorpark High School Saxophone Quartet provided holiday music throughout the evening and Pam Rossi's Dance 10 performed prior to the train's arrival.

DISCUSSION

Last year, the City Council sponsored the Holiday Toy Express by becoming a "Santa's Buddy" and approved donating \$1,000 to Metrolink. The City has budgeted \$1,000 in FY 2009/10 to the Holiday Toy Express. If the City does sponsors the train, Metrolink will provide the City will the following:

- "Thank you" message at Moorpark Metrolink station
- Circulation of flyers at Moorpark Metrolink station
- Give away or display presence at Moorpark Metrolink station

- Logo on posters at community centers, 52 Metrolink train stations, transit stores and employment centers – circulation of 10,000

FISCAL IMPACT

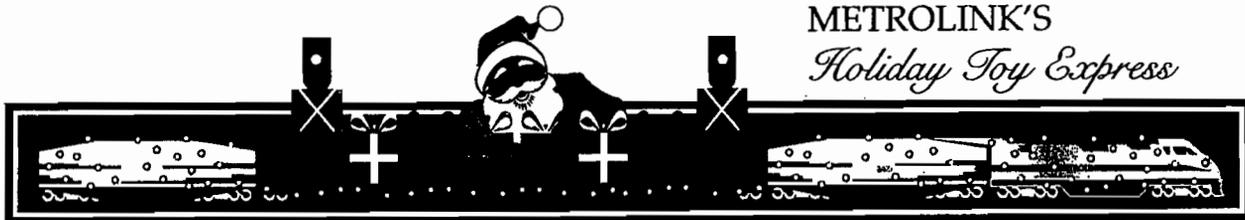
If approved, Metrolink will submit an invoice to the City, requesting \$1,000. The FY 09/10 Budget was approved setting aside \$1,000 of Transportation Development Act (TDA) funds in anticipation of this program.

STAFF RECOMMENDATION

Approve \$1,000 sponsorship for the Metrolink Holiday Toy Express.

Attachment

1 Metrolink Holiday Toy Express Flyer



Hello Station Cities:

Since 1997 Metrolink has brought your city a unique annual community event - the **Holiday Toy Express®**. For the **13th** year, Santa's glittering train is once again preparing to travel to 47 cities, entertain families and collect toys for the less fortunate. In association with the California Firefighters' "Spark of Love" Toy Drive, Metrolink encourages the audience to donate new toys that are distributed to underprivileged children throughout the local area.

Part of the successful Holiday Toy Express partnership has been due to the support we receive from our station cities. One great way to support the Holiday Toy Express and connect with local residents is to become a Station City Sponsor. Last year, the cities of Buena Park, Montclair, Moorpark, Pomona and Santa Ana supported the Holiday Toy Express® as sponsors.

Sponsorship packages are available at three different levels:

Santa's Backer \$5,000
Santa's Booster \$2,500
Santa's Buddy \$1,000

Santa's Backer \$5,000

- Two Night Sponsorship
- Opportunity to address the crowds with YOUR message LIVE at each station of the 47 station stops.
- "Thank You" message at each station.
- Circulation of business flyers at stations on both nights.
- Give away or display presence at stations on both nights.
- Logo on posters at community centers, 47 Metrolink train stations, transit stores and employment centers – circulation of 10,000!
- 2 rides on the Holiday Train for groups up to four people each. (1 group per night.)

Santa's Booster \$2,500

- One Night Sponsorship
- "Thank You" message at each station.
- Distribution of business flyers at selected stations (up to 3).
- Give away or display presence at selected stations (up to 3).
- Logo on Posters at community centers, 47 Metrolink train stations, transit stores and employment centers – circulation of 10,000!
- 1 ride on the Holiday Train for two to four people.

Santa's Buddy \$1,000

- 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, 47 Metrolink train stations, transit stores and employment centers – circulation of 10,000!

We are very excited to be able to continue to offer this great holiday show to the communities we serve! Your assistance with a sponsorship would be greatly appreciated.

I will be contacting you in the next week to follow up with this request. If you have any further questions before then, please feel free to contact me at (213) 452-0288.

Warmest regards,

Laurene Lopez
Community Relations Administrator