

**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:** October 18, 2012 (CC Meeting of 11/07/12)

**SUBJECT:** Consider Sponsorship of the 2012 Metrolink Holiday Toy Express

**SUMMARY**

Metrolink has requested a \$1,000.00 sponsorship from the City for Metrolink's 2012 Holiday Toy Express. The Metrolink Holiday Toy Express will arrive in Moorpark on Saturday, December 1, 2012, at 7:00 pm.

**BACKGROUND**

For the past sixteen 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. Beginning in 2008, the City also provided coffee and hot chocolate. In 2011, the Moorpark Chamber of Commerce held a Holiday Boutique during the event and the City hired the Merry Minstrels to provide caroling services before the train arrived.

**DISCUSSION**

Beginning in 2008, the City began donating \$1,000.00 to the Metrolink Holiday Toy Express, increasing the donation to \$2,000.00 in 2011 per a request from Metrolink. This year, Metrolink is requesting that the City donate \$1,000.00 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 \$2,500.00 in FY 2012/13 for the Holiday Toy Express. By donating to the event Metrolink will include the City's logo on all event publications. In addition to the \$1,000.00 donation, the City plans on providing the same activities as last year. Staff plans to schedule the Merry Minstrels for caroling services. The Moorpark Chamber of Commerce has been informed of the event and is currently looking into finding vendors to participate in another Holiday Boutique.

**FISCAL IMPACT**

If approved, Metrolink will submit an invoice to the City, requesting \$1,000.00. The adopted FY 2012/13 Budget includes \$2,500.00 of Transportation Development Act (TDA) funds in anticipation of this program.

**STAFF RECOMMENDATION**

Approve \$1,000.00 sponsorship for the 2012 Metrolink Holiday Toy Express.