

RESOLUTION OF THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CLARA
FOR CENSUS 2010
ADOPTING A MARKETING PLAN AND DELEGATING AUTHORITY TO THE
COUNTY EXECUTIVE OR DESIGNEE TO NEGOTIATE AND EXECUTE
SPONSORSHIP AGREEMENTS

WHEREAS, Census 2010 is a decennial count of the population of all residents of the United States; and

WHEREAS, in order to secure monetary and in-kind contributions to leverage outreach capabilities to targeted segments, County Census staff has developed a marketing plan to obtain sponsorships; and

WHEREAS, Government Code 26110 and County Code Chapter A36 authorizes the Board of Supervisors to sell the right to advertise on County Property following the adoption of a marketing plan and consideration of the sponsorship agreement at a public hearing; and

WHEREAS, the County has developed a Marketing Plan for Census 2010 (Attachment A) which identifies sponsorship opportunities, and method and process for evaluating revenue of potential sponsorship; and

WHEREAS, the County has developed a form Sponsorship Agreement (Attachment C) and levels of contribution (cash or value of in-kind) in exchange for various levels of sponsorship recognition; and

WHEREAS, delegating authority to the County Executive or designee to negotiate and execute sponsorships in accordance with the Marketing Plan and the form Sponsorship Agreement, will facilitate obtaining sponsorships;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors of the County of Santa Clara hereby:

1. Adopts the Marketing Plan for Census 2010; and
2. Authorizes the County Executive, or designee, to negotiate, execute and amend Sponsorship Agreements consistent with the form of Attachment C, following approval by County Counsel as to form and legality and approval by the Office of the County Executive. This delegation of authority will expire on June 30, 2010.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Clara, the State of California, on _____ by the following vote:

AYES: Supervisors

NOES: Supervisors

ABSENT: Supervisors

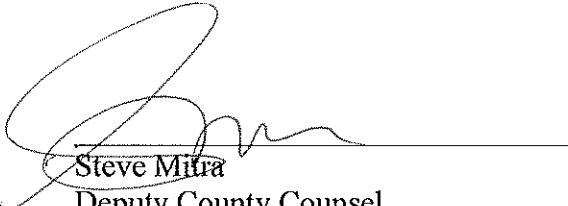
Liz Kniss, President
Board of Supervisors

Signed and certified that a copy of this Document has been delivered by electronic Or other means to the President, Board of Supervisors

ATTEST:

Maria Marinos
Clerk of the Board of Supervisors

APPROVED AS TO FORM AND LEGALITY:



Steve Mitra
Deputy County Counsel