

CITY OF SEBASTOPOL  
CITY COUNCIL  
AGENDA ITEM

**Meeting Date:** May 3, 2022  
**To:** Honorable Mayor and City Councilmembers  
**From:** Ana Kwong - Administrative Services Director  
Kevin Kilgore – Police Chief  
**Subject:** Approval of City Sponsorship Request  
**Recommendation:** That the City Council Approve the Request for Sponsorship Program in support of Sonoma County Farm Trails – (Requestor: Police Department)  
**Funding:** Currently Budgeted:  X  Yes \_\_\_\_\_ No \_\_\_\_\_ N/A  
Net General Fund Cost: \$ \_\_\_\_\_ 2021/22 Funding Available:  \$15,000

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

**INTRODUCTION:**

This item is to request City Council Approve the Request for Sponsorship Program in support of Sonoma County Farm Trails – (Requestor: Police Department)

**BACKGROUND:**

On September 7, 2021, The City Council adopted a Community Sponsorship Policy No.84. The policy established the parameters to promote significant and special community events primarily benefitting the Sebastopol community. City supports of such program may consist of monetary funding and/or in-kind support. Community sponsorships can be an effective means to identify the event with the City and building community partnerships while raising revenue.

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Sebastopol funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an vital role in supporting our community, as well as to promote cultural experience and economic development efforts of the City.

As stated in Council Policy 84 Community Sponsorship.

*“The City of Sebastopol recognizes that sponsorships play an important role in supporting our community and providing support for community events that are held for the following purposes:*

- *Support of nonprofit organizations, service clubs, groups or organizations serving the Sebastopol community;*
- *Cultural, recreational and educational activities;*
- *Promotion of the City of Sebastopol*

*In order to expand access to a wide range of cultural experiences and diversified community connections for all its residents, the City of Sebastopol provides limited assistance to local organizations in support of community events that are consistent with the goals and priorities of the city and that serve a public purpose.”*

*“Sponsorship – A sponsorship is any monetary or in-kind support from the City (City logo, City staff time, public safety services, and the use of City facilities or property, event permit fees, etc.) to the organizing agency that helps offset the costs of the event operations.”*

**DISCUSSION:**

On April 15, 2022, an email request was sent to the Police Chief from the Farm Trails Executive Director Carmen Synder requesting support for their upcoming 2022 Gravenstein Apple Fair (GAF) event. The organization is requesting \$3,000 in cash support and in kind traffic support from the Police Department.

The Police Chief has reviewed the application and is recommending for approval.

**GOALS:**

4.2.2, Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non-Profits to Support Local Events

**PUBLIC COMMENT:**

As of the writing of this staff report, the city has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

**PUBLIC NOTICE:**

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

**FISCAL IMPACT:**

The current sponsorship program has a budget of \$15,000 identified in the 2021-22 budget. On April 5, 2022 the City Council approved \$1,000 in financial support for the Sebastopol Service and Action Coalition for June Summit. The table below shows what have been awarded to date and the remaining balance.

<b>Account No.</b>	<b>Date</b>	<b>Description</b>	<b>FY21-22 Adopted Budget</b>	<b>Awarded</b>	<b>FY21-22 Remaining Balance</b>
100-10-01-4890	7/20/2021	Sponsorship Pilot Program	\$ 15,000		\$ 15,000
100-10-01-4890	4/5/2022	Sebastopol Service & Action Coalition June Summit		\$ (1,000)	
<b>Total</b>			<b>\$ 15,000</b>	<b>\$ (1,000)</b>	<b>\$ 14,000</b>

If approved of tonight request from Sonoma County Farm Trails in the account by \$3,000 in financial support for the Gravenstein Apple Fair, the balance of sponsorship program will be \$11,000.

**RECOMMENDATION:**

That the Mayor and City Council Approve the Request for Sponsorship Program in support of Sonoma County Farm Trails – (Requestor: Police Department)

**ATTACHMENT(S):**

Requested Application

**COMMUNITY EVENT SPONSORSHIP REQUEST**

# Application



City of Sebastopol  
ADMINISTRATIVE SERVICES DEPARTMENT  
7120 Bodega Ave  
Sebastopol, CA 95472

707-823-7863  
Fax: 707-823-1135

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**Received**

APR 18 2022

City of Sebastopol  
Admin Services- Finance

**FILING INSTRUCTIONS**

Please review these instructions carefully in order to completely and accurately file your application:

**1. PREPARE YOUR APPLICATION PACKET** containing the following:

One (1) application packet, single sided, 8 ½ x 11, white paper, unbound, unstapled, unpunched. Color documents may be included if desired for clarity and detail. Application packet will contain the following:

- Application with signature
- Attachments as necessary for further explanation of application content, all 8 ½ x 11" or smaller in size

**2. RETURN COMPLETE APPLICATION PACKET** in a sealed envelope via mail or hand delivery to:

City of Sebastopol  
Administrative Services Department  
7120 Bodega Ave  
Sebastopol, CA 95472

**ATTN: SPONSORSHIP REQUEST**

**3. SUBMIT.** Incomplete packets will not be considered until all required information is received.

# Application

FOR CITY USE ONLY

Date Received: \_\_\_\_\_

Original Sponsorship Application

Sponsorship Request Letter

Complete –

- OR -

Incomplete – return to Applicant

## 1. GENERAL INFORMATION

Date of Request:

4-15-2022

Amount Requested:

\$ 5,000 (\$3K cash + In-Kind Police Support)

Name of Organization:

Sonoma County Farm Trails

Organization Contact:

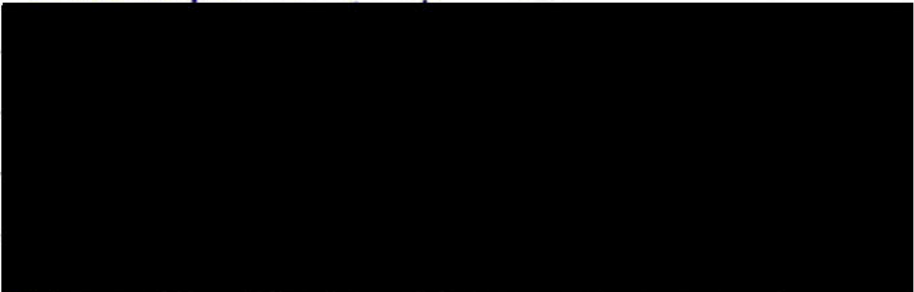
Carmen Snyder

Mailing Address:

P.O. Box 452

Sebastopol, CA 95473

Physical Address:



Phone Number:

E-mail address:

Federal Taxpayer I.D. No:

Sebastopol Business License No. (Required for any work or service performed in city limits)

N/A

Non-Profit Tax Status (**verification must be attached**):

501(c): 6  Yes  No

Other class (specify):

**Internal Revenue Service**

**Department of the Treasury**

District  
Director

300 N. Los Angeles Street, MS 7045  
Los Angeles, CA 90012

HONOLA COUNTY FARM TRAILS  
P.O. BOX 6032  
SANTA ROSA, CA 95406-0032

Person to Contact:  
L. BARRAGAN

Refer Reply to:  
SO(0519)98  
Date:  
JUNE 4, 1998

Dear Taxpayer:

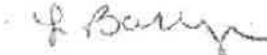
This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal income tax in MARCH 1973 as described in Internal Revenue code Section 501(c)(00).

The exempt status for the determination letter issued in MARCH 1973 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,



Disclosure Assistant

Department of the Treasury

District Director  
Internal Revenue Service

Date:

APR 26 1973

In reply refer to:

FL-1279

A:FA1239

SF:ED: 73-599

Sonoma County Farm Trails  
c/o Sonoma County Farm Bureau  
970 Finer Road  
Santa Rosa, California 95406



Internal Revenue Code: Section 501(c)(6)  
File Returns with Internal Revenue Service Center: Philadelphia, Pennsylvania  
Accounting Period Ending: December 31  
Address Inquiries To: District Director of Internal Revenue: San Francisco, California

On the basis of your stated purposes and the understanding that your operations will continue as evidenced to date or will conform to those proposed in your ruling application, we have concluded that you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above. Any changes in operations from those described, or in your character or purposes, must be reported immediately to your District Director for consideration of their effect upon your exempt status. You must also report any change in your name or address.

You are not required to file Federal income tax returns so long as you retain an exempt status, unless you are subject to the tax on un-related business income imposed by section 511 of the Code, in which event you are required to file Form 990-T. You are required to file an information return, Form 990, annually on or before the 15th day of the fifth month after the close of your annual accounting period indicated above. Failure to file the Form 990 by this date may subject you to a penalty of \$10 for each day during which such failure continues, up to a maximum of \$5,000.

You are liable for the taxes imposed under the Federal Insurance Contributions Act (social security taxes); and for the tax imposed under the Federal Unemployment Tax Act if you have one or more individuals in your employ at any time in each of 20 calendar weeks or

(OVER)

FL-1279 (1-72)

paid wages of \$1,500 in a calendar quarter.

Any questions concerning excise, employment or other Federal taxes should be submitted to this office.

This is a determination letter.

Sincerely yours,

*Charles R. Kingham*  
District Director

As a business league contributions to you are not deductible by donors. You should advise your contributors to that effect.

(OVER)

FL-1279 (1-7)



**2. STATEMENT OF PURPOSE**

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

\* Please see attached.

2. How will the city's funds be used? (Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet): \* Please see attached

Item	Description	Amount requested
<b>Example: Apple Blossom Festival</b>	<b>Traffic control plan for street closure</b>	<b>2,000</b>
Gravenstein Apple Faire	Traffic control at Ragle entrance	\$2,000
"	Thunderstare Shuttle Service	\$2,700
"	Holy Ghost Hall Satellite Parking	\$300

3. Total number of persons that benefit from or will attend this program or event: 15,000+  
(benefits attendees, neighbors, and City of Sebastopol residents + visitors)
4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:  
35 Resident 65 Non-Resident

## 2. STATEMENT OF PURPOSE

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Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

Since 1973, the Gravenstein Apple Fair has been a treasured part of the Sebastopol landscape, taking place (almost) every August during peak Gravenstein season. It is a local gem, beloved by our community.

Visitors come from all over the Bay Area (and beyond), and these guests provide an opportunity to fill local hotels to capacity, and for local merchants to capitalize on sales to people from outside the City. These new faces also eat at local restaurants and explore the downtown and Barlow districts. The influx of visitors raises awareness of the city of Sebastopol as a uniquely appealing destination while giving a boost to local businesses.

While thousands of attendees travel to Sebastopol to enjoy our country fair and its hometown city, online and on-site surveys indicate that over 60% of attendees are Sonoma County residents, many of them from Sebastopol. The Fair is perfectly situated for residents to walk or ride their bicycles to attend; several County bike trails pass through or are adjacent to the city. These cyclists are good candidates for visiting local coffee shops and other businesses for a refreshing pitstop.

To encourage alternative transportation, the Fair provides a dedicated and staffed bicycle parking area. For those who choose to drive, the Fair has two designated shuttle parking areas to help alleviate traffic backups at key intersections. These shuttles are very popular and provide an opportunity to spread out the traffic flow by allowing people to drive using alternate routes to help lessen pinch points.

Additionally, the Apple Fair itself provides a venue and revenue stream for dozens of local nonprofits, school groups, artists/crafters, entertainers, chefs, farmers, etc. We give strict preference to local vendors and service providers, too, further supporting our local economy. Having received regional and even national media coverage, GAF is the signature event that has put Sebastopol on the map for many tourists.

The Fair is a family-friendly community convergence, focused on quality offerings: handmade and locally sourced artisan crafts, foods, and libations, excellent live music, and good old-fashioned fun, as with the pie-eating and apple juggling contests and piglet races. There are opportunities for all ages to

engage in learning about our rural heritage and local agricultural community, including compelling demonstrations (such as sheep shearing and cow milking) and farmer panels discussing current trends here in the County (e.g. regenerative agriculture, pollinator gardens, soil fertility, etc.).

Guests also receive quite an education at our Greening Stations. We remove the garbage bins at Ragle before the event and set up instead multiple Greening Stations throughout the park, where trained volunteers assist attendees in disposing of their “waste” in the following receptacles: pig food, compost, recycling, or landfill. Last year, we partnered with WorldCentric, who provided compostable service ware to all food vendors, dramatically reducing the landfill volume produced. Our Recology liaison, who was volunteering at one such station, kept exclaiming in disbelief, “There’s just no trash!”

Every year, we have moved closer to our long-term greening goals, which align with the City’s Zero Waste initiative and Sebastopol’s ethos. This year, we are taking our efforts a step further by purchasing glasses for all served drinks and silverware for food service.

Bringing families and individuals to the City of Sebastopol for the Gravenstein Apple Fair is a priceless experience, and many guests, both local and visitors alike, tell us it is their favorite annual event. We believe that the partnership with the City of Sebastopol is a mutually beneficial, natural fit with highly aligned values (local, sustainable, community-oriented, multi-generational, family-friendly, etc.), and that GAF is a true treasure well worth endorsing and preserving. It literally puts Sebastopol on the map for so many visitors, supports local vendors and businesses, delights attendees, and is intimately tied to the brand of our precious town.

Page 4 of 7

2. How will the City's funds be used?

We are requesting a **\$5,000** sponsorship to specifically support traffic mitigation the weekend of the event.

**\$3,000 cash**, to be applied toward our shuttle service expenses (\$2,700 for shuttles + \$300 for rental of the Holy Ghost Hall satellite parking lot on Mill Station Rd.).

+

**\$2,000 in-kind**, for Sebastopol Police Department traffic support at the entrance to Ragle Ranch Park

Historically, traffic gets backed up on Mill Station, Covert, and Bodega Hwy, well into downtown Sebastopol, largely because our entrance volunteers don't have the authority to override the four-way stop signs at the Ragle Park entrance, directing the flow of multiple cars into the park from a single stop sign at once, alternating between the three, which is much more efficient and fluid.

Our request is for official Sebastopol Police Department traffic support at the juncture of Covert Lane and Ragle Rd. both days (August 13 & 14, 2022), starting at 9am and wrapping up around 3pm, when traffic tends to be greatly reduced. In recent years, we have started opening Ragle's main gate for public parking at 9:30am to alleviate some of the backup. Fair gates open at 10am and close at 6pm.

Besides the major benefit of minimizing traffic jam impacts in downtown Sebastopol and creating a safer, smoother, less frustrating experience for GAF attendees upon arrival, we are also very cognizant of the value of having the presence of "law and order" vis a vis official police officers (and their vehicles) at our entrance in the aftermath of the Gilroy Garlic Festival tragedy.

Please see the attached sponsorship proposal and a few samples of promotional materials recognizing the City of Sebastopol's support in 2021. We have continued to include the City of Sebastopol's logo in our Farm Trails and GAF sponsor placements this year, too, in the hopes that you'll join us again. Note that your logo size and visibility would increase if the City of Sebastopol comes on as a sponsor at the "Apple" tier (\$5K) this year. See Sonoma County Farm Bureau and Harmony Farm Supply logos for examples of sizing.



## **Gravenstein Apple Fair 2022 Sponsorship Proposal**

**Sponsor: City of Sebastopol**

**Level: Apple Sponsor (\$5,000)**

**Cost: \$3,000 Cash + In-Kind/Fee Waiver for Police Traffic Support at Ragle**

### **Deliverables:**

- Logo placement on SCFT and GAF websites throughout 2022
- Logo placement on SCFT and GAF newsletters throughout 2022
- Logo placement on marketing collateral for 2022 Gravenstein Apple Fair
- Logo placement on online ticketing site and on dedicated "Directions & Parking" page on GAF website
- Prominent logo placement on signage, printed program, and site map
- Dedicated thank-you post on Facebook + mention in posts associated with GAF parking, shuttles, directions, etc.
- Space for 10x10 branded booth on site (optional)
- Prominent logo placement on sponsor banner



SONOMA COUNTY  
**FARM TRAILS**

# APPLE TRAIL

August ~ October

Bulk Apples • U-Pick  
Pressing • Juice & Sauce  
Pies • Cider & More

**FarmTrails.org**

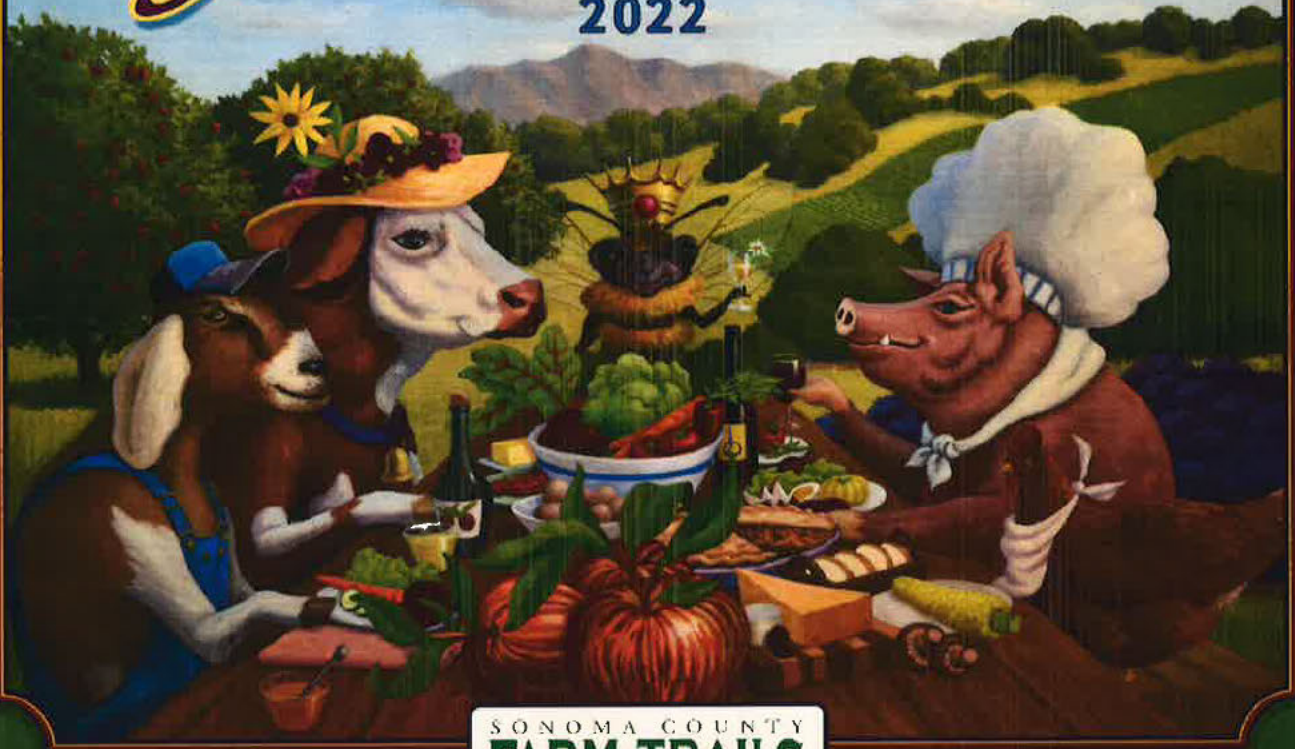




SONOMA COUNTY FARM TRAILS PRESENTS

# Gravenstein

APPLE FAIR  
2022



RAGLE RANCH PARK



SEBASTOPOL, CA

## August 13 & 14 • 10am - 6pm

Live Music • Arts & Crafts • Local Food

Craft Cider & Beer • Wine Tent

Artisan Tasting Alley & VIP Experience

Life on the Farm Exhibit • Kids Activities • Gravenstein Apples



### GravensteinAppleFair.com



### 3. AGENCY BUDGET

#### 1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

Type of Request	FY 20-21 Requested Amount	Funds Received	FY 21-22 Requested Amount	Reason for and/or description of request
<i>Example: Sponsorship</i>	\$1,000		\$1,500	
Sponsorship	\$5,000 + in-kind	\$2,000 + in-kind	\$3,000 + in-kind	Traffic Support

B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

Agency providing funds	FY 20-21 Requested Amount	Approved Amount/ Funds received	FY 21-22 Requested Amount	Description of Contribution (in-kind, sponsorship, event, grant)
<i>Example: Sonoma Valley Foundation</i>	\$10,000	\$5,000	\$10,000	Education grant
TOT	\$60,000	\$16,500	\$50,000	Event Advertising Reimbursement
Kunde Trust	/	/	\$10,000	Ag Education at GAF
Rotary	\$5,000	∅	\$5,000	
Corporate Sponsors	+++	\$23,000	\$40K rec'd to date	GAF Sponsorship

Richard + Sarah →



2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)  
*\* Please see attached.*


GRAND TOTAL OF EXPENDITURES: \$ 222,950

<b>Gravenstein Apple Fair Budget 2022</b>			
	<b>INCOME</b>		<b>363,300</b>
	Admissions		185,000
	Sponsorship		50,000
	Sales		73,000
	Vendor Fees		42,300
	Parking		13,000
	<b>EXPENSE</b>		<b>222,950</b>
	Advertising		39,900
	Entertainment (Talent, Stages, Sound)		46,500
	Contractors		24,000
	Operations Management		25,000
	Event Fees (Parks Fee, Rentals, etc.)		36,250
	Services (Security, Shuttles, Toilets, etc.)		24,200
	Supplies, Taxes, Licenses, Fees		11,900
	Cost of Goods Sold		15,200
	<b>NET INCOME</b>		<b>140,350</b>

**4. SIGNATURE AUTHORIZATION**

1. Identify the principal (owner, president, or equivalent) who is ultimately responsible for the applicant's event:

NAME: Carmen Snyder  
TITLE: Executive Director  
ADDRESS: P.O. Box 452 Sebastopol, CA 95473  
PHONE: [REDACTED]  
E-MAIL: [REDACTED]@[REDACTED].[REDACTED]

 Signature of authorized official:

The undersigned does hereby confirm that the information herein is true and correct, that the applicant agency meets the criteria set forth herein, and that the applicant agency agrees to comply with all requirements.

Signature:  Date: 4-15-2022

- END OF DOCUMENT -