

BUDGET CHANGE FORM

| Type of Change | From | | To | |
|--|--------------|-----------|--------------|-----------|
| | Account | Amount | Account | Amount |
| Check one: <input checked="" type="checkbox"/> Budget Appropriation <input type="checkbox"/> Budget Transfer | 100-910-4640 | \$ 50,000 | 100-100-4202 | \$ 50,000 |

Explain the reason for the budget change:

Background: The City of Milpitas will celebrate the 60TH Anniversary of Incorporation with a two-days event scheduled on January 25 and 26, 2014. On April 16, 2013, the City Council created a City Council Subcommittee to provide guidance on planning and implementing the 60TH celebration, and report back to the Council with a draft plan and proposed budget. The 17-member Subcommittee was comprised of at least one member from various City commissions and representative from community groups to assist and provide input and ideas along with Councilmember Montano and Vice Mayor Polanski as the Subcommittee Chair for a Citywide year-long events.

60TH Anniversary Event Plan Overview

Over the course of three meetings, the Subcommittee developed an Event Plan that would be celebrated throughout the calendar year 2014, kicking off with an "Invitation Only" Gala Party on Saturday, January 25, 2014 and Family Day celebration for the community on Sunday, January 26, 2014. The Subcommittee proposes that the 60th Anniversary theme be incorporated into existing city events such as, Memorial Day, Veterans Day, the 4th of July celebration and the Annual Tree Lighting Event and activities throughout the year through the use of the City's 60TH logo and partnering with sponsoring local organizations. Additional events such as Tree Plantings and Art Show will also be added.

Fiscal Impact: The total estimated proposed budget for all events listed is \$50,000. A budget appropriation of \$50,000 from contingency reserve fund to the City Council budget to be offset by sponsorships efforts toward this event.

Recommendation:

1. Approve the 60TH Anniversary Plan as proposed by the 60TH Anniversary Planning Subcommittee.
2. Approve budget appropriation of \$50,000 from Contingency Reserve Fund to City Council Budget.
3. Approve the logo design and direct City Manager to implement the use of the logo as appropriate on all City-published materials, literatures and paraphernalia during calendar year 2014.

Check if City Council Approval required.

Meeting Date: October 1, 2013

| | | |
|---|--|--------------------------|
| Requested by: | Department Head: Thomas Williams, City Manager | Date: September 24, 2013 |
| Reviewed by: | Finance Director: <i>J. Emma Karler</i> | Date: 9/24/13 |
| Approved by: | City Manager: | Date: |
| Date approved by City Council, if required: | | Confirmed by: |



City of Milpitas

60th Anniversary Event Sponsorship Program

The City of Milpitas proudly announces its 60th Anniversary in 2014! An entire year of special events is planned kicking off with a premier Gala Event on Saturday, January 25th for Dignitaries, elite business community and media. The three-hour event will feature wine, hors devours, entertainment and much more.

We invite you to partner with us!

Title Sponsor - \$20,000+

- Business Logo on City's website and Cable Channel 15 as the 60th Anniversary Event Title Sponsor.
- Business Logo on City Hall banner that will be displayed from January – December 2014 stating "City of Milpitas 60th Anniversary brought to you by [Insert Business Logo]."
- 15 Tickets to the 60th Anniversary Gala Event
- Listed as 4th of July 2014 Fireworks Event Sponsor with Business logo on all associated media (attendance at event is 22,000 people)
- Certificate of Appreciation presented at a City Council meeting, recognizing your businesses community support as the 60th Anniversary Title Sponsor.
- Business name and logo placed in all 2014 Event publications (60th Gala, 60th Family Day, 60th Tree Planting Event, Memorial Day Ceremony, 4th of July, Veterans Day, Tree Lighting, etc. paid ads).
- Business name and logo listed on the Sponsorship Page as a Title Sponsor in the Recreation Activity Guide available to all Milpitas residents in all City buildings and area businesses, hotels, and online.

Platinum Sponsor - \$15,000+

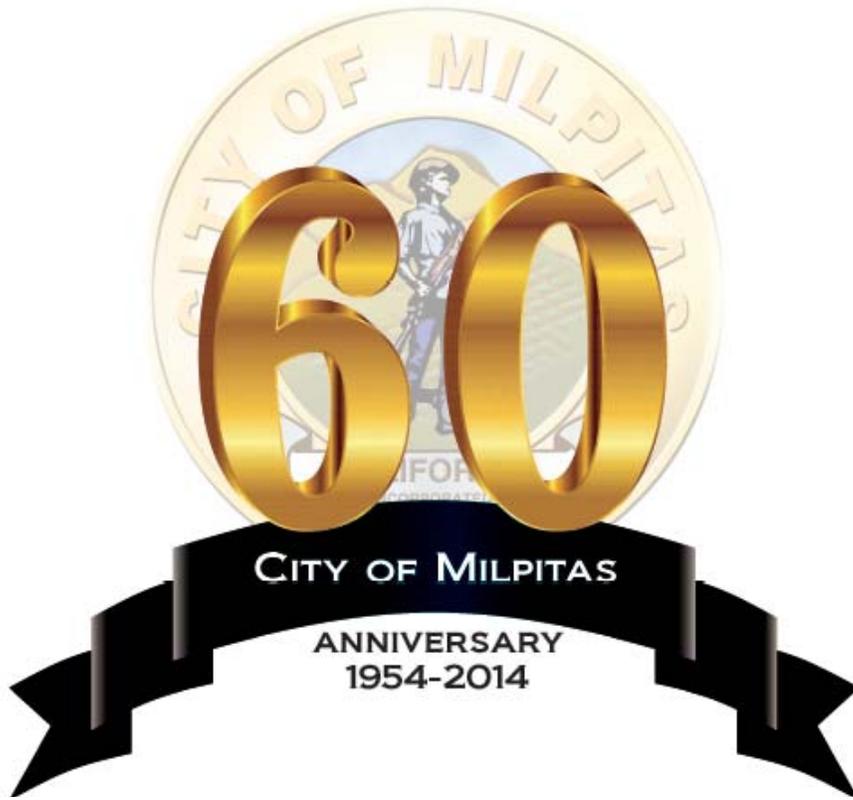
- Business Logo on City's website and Cable Channel 15 as the 60th Anniversary Event Platinum Sponsor.
- Business Logo on City Hall banner that will be displayed from January – December 2014 stating "City of Milpitas 60th Anniversary brought to you by [Insert Business Logo]."
- 10 Tickets to the 60th Anniversary Gala Event
- Certificate of Appreciation presented at a City Council meeting, recognizing your businesses community support as the 60th Anniversary Platinum Sponsor.
- Business name and logo placed in all 2014 Event publications (60th Gala, 60th Family Day, 60th Tree Planting Event, Memorial Day Ceremony, 4th of July, Veterans Day, Tree Lighting, etc. paid ads).
- Business name and logo listed on the Sponsorship Page as a Platinum Sponsor in the Recreation Activity Guide available to all Milpitas residents in all City buildings and area businesses, hotels, and online.

Gold Sponsor - \$10,000+

- 5 Tickets to the 60th Anniversary Gala Event
- Certificate of Appreciation presented at a City Council meeting, recognizing your businesses community support as the 60th Anniversary Gold Sponsor.
- Business logo placed in all 2014 Event publications (60th Gala, 60th Family Day, 60th Tree Planting Event, Memorial Day Ceremony, 4th of July, Veterans Day, Tree Lighting, etc. paid ads).
- Business name listed on the Sponsorship Page as a Gold Sponsor in the Recreation Activity Guide available to all Milpitas residents in all City buildings and area businesses, hotels, and online.

Silver Sponsor - \$2,500+

- 2 Tickets to the 60th Anniversary Gala Event
- Certificate of Appreciation presented at a City Council meeting, recognizing your businesses community support as the 60th Anniversary Silver Sponsor.
- Business name placed in all 2014 Event publications (60th Gala, 60th Family Day, 60th Tree Planting Event, Memorial Day Ceremony, 4th of July, Veterans Day, Tree Lighting, etc. paid ads).
- Business name listed on the Sponsorship Page as a Silver Sponsor in the Recreation Activity Guide available to all Milpitas residents in all City buildings and area businesses, hotels, and online.



60th Anniversary Full Color Logo



60th Anniversary Black & White Logo