

**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CLARA ADOPTING THE DAY ON THE LAKE EVENT PLAN AND DELEGATING AUTHORITY, TO THE COUNTY EXECUTIVE, OR DESIGNEE, TO NEGOTIATE, AMEND, EXECUTE, AND TERMINATE SPONSORSHIP AND PARTICIPATION AGREEMENTS**

**WHEREAS**, the County of Santa Clara, and in particular Santa Clara Valley Medical Center (SCVMC), O' Connor Hospital (OCH), and St. Louise Regional Hospital (SLRH) (collectively the "Hospitals and Clinics"), conducts and administers the Day on the Lake Event on County Property;

**WHEREAS**, Government Code Sections 26109 and 26110 and County Ordinance Code Division A36 authorize 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;

**WHEREAS**, in order to offset the costs of advertisement and media promotions of the Day on the Lake Event, and to lower the admission cost so that more County residents can enjoy the Day on the Lake Event, the Department has developed a marketing plan to obtain sponsorships for monetary and in-kind contribution to advertising the Day on the Lake Event;

**WHEREAS**, the County has developed a five-year marketing plan, entitled Day on the Lake Marketing Plan, as attached hereto, which identifies sponsorship potential and sponsorship goals;

**WHEREAS**, the County has developed a template agreement entitled Day on the Lake Sponsorship Agreement that all sponsors will execute;

**WHEREAS**, the County has developed a template agreement entitled Day on the Lake Vendor Participation Agreement that all participating organizations will execute; and

**WHEREAS**, the Department will provide an annual report on the results of the Day on the Lake Marketing Plan to the Board of Supervisors.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Supervisors of the County of Santa Clara, State of California:

1. Adopts and approves the Day on the Lake Marketing Plan;

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2. Approves delegation of authority to the County Executive, or designee, to negotiate, execute, amend, or terminate Day on the Lake Sponsorship Agreements and Vendor Participation Agreements with media sponsors and participants, following review and approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of Authority shall terminate on May 11, 2029.

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

AYES:

NOES:

ABSTAIN:

ABSENT:

\_\_\_\_\_  
SUSAN ELLENBERG  
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:

\_\_\_\_\_  
CURTIS BOONE  
Acting Clerk of the Board of Supervisors

APPROVED AS TO FORM AND LEGALITY:

  
\_\_\_\_\_  
JENNIFER SPRINKLES  
Lead Deputy County Counsel

## DAY ON THE LAKE DAY MARKETING PLAN

The County of Santa Clara has a tradition of supporting events that further the County's goals of serving the needs of the community. Santa Clara Valley Healthcare (SCVH) is an influential leader in providing excellent health care throughout the County of Santa Clara, including recognized specialized programs in rehabilitation, trauma, stroke, cancer, and burn. Santa Clara Valley Medical Center (SCVMC) Rehabilitation Center will host Day on the Lake at Vasona Lake Park, subject to the approval of the date and time by the Santa Clara County Parks Department. The event is scheduled for May 11, 2024, from 10 am to 3 pm, and a similar plan is anticipated for the next five years. This event will provide an enriching experience for individuals with disabilities.

This event will provide an enriching experience for individuals with disabilities. Attendees will have the opportunity to engage in accessible kayaking on Vasona Lake, participate in peer support programs, community activities, and explore adaptive technologies. The highlight of the event, "Day on the Lake," will provide individuals with disabilities the chance to experience accessible kayaking and utilize the newly constructed accessible dock. Advocacy efforts led to the opening of the dock in 2023, highlighting the importance of inclusive recreational opportunities and accessible infrastructure for community engagement.

Below is a list of potential sponsors and vendors who will be present to support and enhance the event experience. There may be additional sponsors and vendors and the list will vary from year to year as sponsor and vendor participation is evaluated annually. All sponsors and vendors will sign a participation release and waiver of liability form for the event.

- Rehab Without Walls
- Perm Mobile
- Neurorestorative
- Learning Services
- Coloplast
- Access Options
- Mobility Works
- NorCal SCI
- Bay Area Outreach and Recreation (BORP)
- City of San Jose All Access Sports
- San Jose State University's Timpany Center
- DeAnza Adaptive PE programs

- Canine Companions
- Pacific Stroke Association
- SCVMC Recreation Therapy Department
- Champion the Challenges

This event provides an excellent opportunity to showcase the SCVMC Rehabilitation Center's Commission on Accreditation of Rehabilitation Facilities (CARF) accreditation, Model Systems applications, and recognition as a US News and World Report Best Hospital. It serves as a platform to promote the rehabilitation program and highlight the commitment to exceptional care for individuals with disabilities.