

39. Adopt Resolution delegating authority to County Executive, or designee, to negotiate, execute, amend, or terminate sponsorship agreements with sponsors to provide Day on the Lake activities, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on May 11, 2029. (ID# 24-5297) Resolution No. BOS-2024-43

RESOLUTION NO. BOS-2024-43

**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.

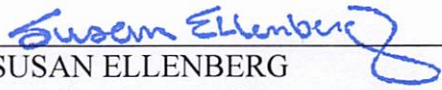
**PASSED AND ADOPTED** by the Board of Supervisors of the County of Santa Clara, State of California, on **APR 16 2024** by the following vote:

AYES: **ARENAS, CHAVEZ, ELLENBERG**  
**LEE, SIMITIAN**

NOES: NONE

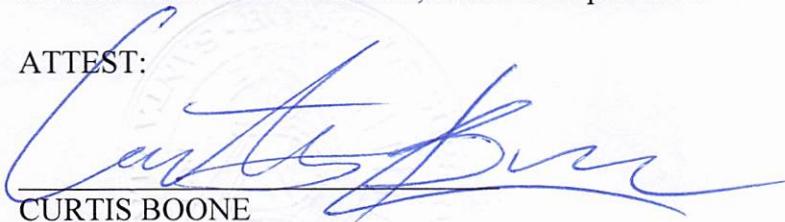
ABSTAIN: NONE

ABSENT: NONE


  
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.



24-5297

**DATE:** April 16, 2024

**TO:** Board of Supervisors

**FROM:** Paul Lorenz, Chief Executive Officer (CEO)

**SUBJECT:** Adopt Resolution for Day on the Lake Event

**RECOMMENDED ACTION**

Adopt Resolution delegating authority to County Executive, or designee, to negotiate, execute, amend, or terminate sponsorship agreements with sponsors to provide Day on the Lake activities, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on May 11, 2029.

**FISCAL IMPLICATIONS**

The recommended action, if approved, would not require modification to the current Board-approved Adopted Fiscal Year (FY) 2023-2024 Budget for Santa Clara Valley Healthcare (SCVH). Sponsorships and agreements will be accounted for in the operating budget for SCVH. Incremental expenses for SCVH are expected to be minor and the event would raise awareness and support growth for SCVH's nationally recognized rehabilitation medicine program.

**REASONS FOR RECOMMENDATION BACKGROUND**

SCVMC Rehabilitation Center will have a Day on the Lake event on May 11, 2024, from 10:00 am to 3:00 pm at Vasona Lake Park. This event will provide an enriching experience for individuals with disabilities. Attendees will have the opportunity to participate in peer support programs and community activities and explore adaptive technologies. The highlight of the event, "Day on the Lake," will provide individuals with disabilities the chance to enjoy accessible kayaking and utilize the newly constructed accessible dock. Advocacy efforts led to the opening of the dock at Vasona Lake Park in 2023, highlighting the importance of inclusive recreational opportunities and accessible infrastructure for community engagement. This event is anticipated to be held annually, occurring around the same time of year, for the next five years.

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

Adopted: 04/16/2024



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

A Save the Date invitation has been sent to former patients, family members, physicians, and SCVH staff. Additional marketing outreach has been completed through the mail, advertising on local community newsletters, event boards, social media, and Infomail. An event flyer is also given to SCVH Rehabilitation patients as they are discharged. Marketing and fundraising for the Day on the Lake event will be in accordance with the agreement between the County and Valley Health Foundation to raise funds for SCVH. Valley Health Foundation plans to raise funds through sponsorship at the Day on the Lake event that will be used for the benefit of the Rehabilitation Department at SCVMC. All expenditures and use of donated funds for the Rehabilitation Department will be managed and expended under the direction of the Chief Executive Officer of SCVH in compliance with federal, state, and local laws and regulations, and County requirements, policies, and procedures. The Chief Executive Officer of SCVH will provide the Board of Supervisors with an accounting of all funds received and expended from those raised through the Day on the Lake event at least annually or as otherwise requested by the Board or the County Executive.

The County of Santa Clara has a tradition of supporting events that further the County's goals of serving the needs of the community. 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. Delegation of authority is necessary due to the typically short turnaround and time sensitivity involved with acquiring sponsorships for the Day on the Lake event. SCVH will review the marketing plan annually and draft written findings of the annual review in accordance with Government Code Sections 26109 and 26110 and County Ordinance Code Division A36.

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. These accolades underscore the dedication to accessibility and inclusivity, emphasizing the importance of events like Day on the Lake in our community. In summary, the Day on the Lake event promises to be an inspiring and transformative experience for attendees, offering a platform to foster connections, celebrate achievements, and advocate for greater accessibility and inclusion.

### **CHILD IMPACT**

The recommended action will have a positive impact on children and youth. The Accessibility Day event is a family-friendly event that is enjoyed by children annually.

### **SENIOR IMPACT**

The recommended action will have a positive impact on seniors. Participation with mobility and stroke awareness partners will increase awareness of adaptive transportation and stroke treatment and prevention.

### **SUSTAINABILITY IMPLICATIONS**

The recommended action will have no/neutral sustainability implications.

### **STEPS FOLLOWING APPROVAL**

Upon approval, the Clerk of the Board will send an approved copy of the Resolution to George Hurrell, SCVMC Hospital Administration.

### **ATTACHMENTS:**

- Day on the Lake Resolution Signed