

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

CONSIDER FINANCIAL SUPPORT OF THE EQUINE EXTRAVAGANZA

Summary Statement:

In action taken on October 9, 2007, Council approved the support of a “horse expo” – now called the Equine Extravaganza – under the general direction of the Equestrian Advisory Committee. As this was not a budgeted item, direction was that the event be self –sufficient, supported entirely by sponsorships and donations.

Since that time a committee has been formed, co-chaired by Lovella Sullivan and Gail Nunn-Henderson. Staff support is provided by Julie Gilmer, Event Coordinator. They meet twice a month and a number of clinics and demonstrations have already been confirmed. Preliminary “save the date” advertising has been sent along with vendor applications and sponsor solicitations. A number of sponsors are in the pipeline, including a commitment of \$1500 from Valley Hi Toyota Honda.

The Equine Extravaganza committee is asking for council to reconsider providing some financial support of the event.

The agenda item from October 2007 is attached, as is the “Save The Date” flyer.

Recommended Action:

Provide direction to staff.

Proposed by: Kathie Martin, Public Information Officer _____ **Item Number** _____

T. M. Approval: _____ **Budgeted Item** Yes No N/A

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

“HORSE EXPO” EVENT PROPOSAL

Summary Statement:

As part of a continuing effort to market Horsemen’s Center as well as preserve our equestrian heritage, the Equestrian Advisory Committee (EAC) has suggested adding a new special event to the Town calendar. The Horse Expo (working title) is envisioned to encompass a full weekend of activities. Some of the elements may include:

- Trade Show
- Clinics by trainers and coaches
- Seminars and demonstrations

This would be an equestrian event, not just an equestrian-themed event. It would likely take place in early spring. It would be organized by a committee consisting of people involved in the equestrian community, including interested EAC members. The Town’s event coordinator would serve on the committee and assist with logistics, including coordination of the physical set up as well as development and processing of vendor applications, collection of money, and other administrative duties.

As this is not a budgeted event, it is suggested that costs be offset by sponsorships and in-kind donations, which the committee would be responsible for obtaining. Two of the major expenditures would be advertising (\$5000 minimum) and equipment rentals including generators and light towers (\$3000). Total cost estimate would be approximately \$15,000.

Recommended Action:

Provide direction to staff.

Proposed by: _____

Item Number _____

T. M. Approval: _____

Budgeted Item Yes No N/A



Save the Date!

Sept. 27
10 am—7 pm

Don't miss it!

- Demonstrations:
 - Parelli, Dressage, mounted shooting & more
- Workshops:
 - Equine First Aid
 - Pre-purchase check up
- Vendors
 - Trailers & tack
 - American Mule Assn.



*This brand new event
from the Town
of Apple Valley is
"all about the horse"
at the beautiful
Horsemen's Center!*

Plus lots more!



For information about becoming a sponsor or vendor visit
www.applevalley.org or call 240-7000 x 7071.