

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**EQUINE EXTRAVAGANZA NAME CHANGE AND BUDGET ALLOCATION REQUEST**

**Summary Statement:**

The Equestrian Advisory Committee put on the Equine Extravaganza in 2008 and 2009. As preparations began for 2010, the Town received a letter from "The Equine Extravaganza: An East Coast Equestrian Expo" informing us that the name is a registered Service Mark, and directing us to cease all use.

The Equestrian Advisory Committee has now renamed the event the Equine Festival of Apple Valley. The name change is relatively easy to implement, consisting mostly of replacing the name on vendor applications, flyers and the like. However there is some cost involved to change out four vinyl banners, and to re-order volunteer t-shirts.

The event has made a small profit the last two years and, per EAC direction, the money was reinvested into improvements at Horsemen's Center – most recently the planting of additional trees.

While this event was originally established under the condition that it is self-supporting, the name change will create a financial challenge, especially as sponsor dollars continue to be hard to come by.

It is staff recommendation to provide a one-time budget allocation in the amount of \$1000 to assist with the name change.

A preliminary search of the trademark records shows no registered use of the new name.

**Recommended Action:**

That the Town Council approve an allocation of \$1000 from the Town Council Special Projects fund to assist the Equestrian Advisory Committee in changing the name of the annual equine event.

**Proposed by:** Kathie Martin, Marketing & Public Affairs Item Number \_\_\_\_\_

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