



FRUITA

COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: TOM CASAL, RECREATION SUPERINTENDENT

DATE: NOVEMBER 2, 2021

RE: FESTIVAL SPONSORSHIP AGREEMENT – A REQUEST TO APPROVE A THREE-YEAR AGREEMENT BETWEEN THE CITY OF FRUITA AND THE CREDIT UNION OF COLORADO FOR A MIKE THE HEADLESS CHICKEN FESTIVAL SPONSORSHIP.

BACKGROUND

Mike the Headless Chicken Festival has been a staple in the Fruita Community dating back to 1999. The popularity of Mike keeps growing with over 18,000 followers on Facebook as well as thousands of attendees who flock to Fruita each year to attend the festival.

Since 2011, Credit Union of Colorado has been the Title Sponsor for Mike the Headless Chicken Festival. The past agreements have all been three years in length and at \$5,000 per year. In 2018, the Credit Union of Colorado upped their commitment to \$7,500 per year.

The Credit Union of Colorado has again agreed to be the Title Sponsor for Mike the Headless Chicken Festival for three years, 2022 through 2024 at \$7,500 per year.

FISCAL IMPACT

The Sponsorship funds generated help alleviate some of the City's burden to pay for the festival in exchange for promoting the festival as sponsored by the Credit Union of Colorado.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

Allowing a title sponsorship will help the City of Fruita maintain its on-going goal to be financially sustainable while providing quality entertainment and activities for the community.

OPTIONS AVAILABLE TO THE COUNCIL

1. By Motion, 'Give the City Manager authority to negotiate and approve a multi-year title sponsorship agreement for the Mike the Headless Chicken Festival.'
2. Modify the motion and pass as amended
3. Do not make a motion and approve the City Manager to move forward with a multi-year title sponsorship agreement for Mike the Headless Chicken Festival

RECOMMENDATION:

Staff recommends that the motion to give the City Manager the authority to approve a multi-year title sponsorship agreement for the Mike the Headless Chicken Festival be made and approved as written.