



## STAFF REPORT

**Meeting Date:** December 2, 2014

**To:** Honorable Mayor & City Council

**From:** Trish Rhay, Assistant Director of Public Works Services – Utilities  
Michelle Tse, Senior Management Analyst

**Subject:** City Sponsorship for the 12th Annual Theodore Payne Native  
Plant Garden Tour

**Attachments:**

1. Theodore Payne Foundation Sponsor Levels and Benefits
2. Theodore Payne Foundation Native Plant Tour Press Release

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### **INTRODUCTION**

Staff received an invitation letter from the Theodore Payne Foundation for Wild Flowers & Native Plants (“Foundation”) requesting sponsorships for their 12<sup>th</sup> annual native plant garden tour. Staff will proceed with a City sponsorship amount of \$2,500 toward this year’s event unless directed otherwise by the City Council.

### **DISCUSSION**

The Foundation is a non-profit 501(c)(3) organization that operates a California native plant nursery, seed source, bookstore, and education center that is open to the public year round. The organization’s mission is to “preserve and restore California landscapes and make available California native plants and wildflowers.”

For the past 12 years, the Foundation has coordinated the Native Plant Garden Tour, which consists of a two-day self-driving tour showcasing over 40 private residential gardens in the Los Angeles area. Foundation docents and private garden owners will be on-site to highlight and share their landscaping tips, various garden styles, and water catchment designs. The purpose of the event is to educate members of the public on how drought resistant plants and landscaping can be easily incorporated into the urban environment. This year’s garden tour event is scheduled for the weekend of March 21-22, 2015 from 10 a.m. to 5 p.m.

In the past, water companies and cities such as Los Angeles, Burbank, Pasadena, Santa Monica, and Metropolitan Water District have sponsored the Foundation’s garden tour. In exchange, the Foundation has provided a limited number of tour tickets and ad space in the event program. Many of the sponsors have used the ad space to convey water conservation messages, promote drought tolerant landscaping and/or turf removal rebate programs.

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This year, the City has received a request from the Foundation for sponsorship support. Attached is a copy of the various sponsor levels and benefits. Staff is recommending that the City provide a sponsorship amount of \$2,500 toward this year's event. Staff intends to promote this event as a resource to the community to learn more about drought resistant landscaping and examples of how it be done. Given the State declared drought conditions, the event may be timely and is a good resource for those who are seeking outdoor planting alternatives to reduce outdoor water use.

Based on a \$2,500 sponsorship, the City will receive 25 complimentary tour tickets. The tickets will be distributed on a first-come, first-served basis.

**FISCAL IMPACT**

The \$2,500 Bay Sponsor level will be funded by Public Work Services conservation program department budget.

**RECOMMENDATION**

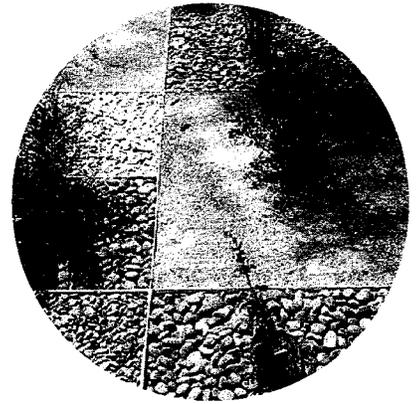
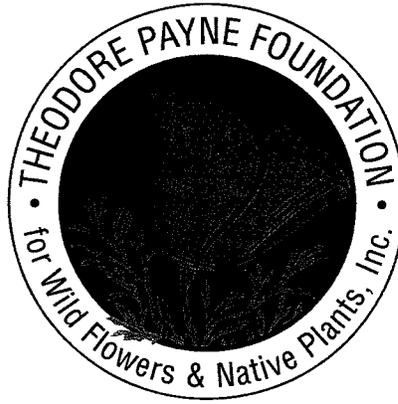
The report is for information only. Staff will proceed with a sponsorship amount of \$2,500 to the Theodore Payne Foundation for the 12<sup>th</sup> Annual Theodore Payne Native Plant Garden Tour, unless directed otherwise by the City Council.



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George Chavez  
Approved By

# **Attachment 1**



## SPONSOR LEVELS & BENEFITS

### 12TH ANNUAL THEODORE PAYNE NATIVE PLANT GARDEN TOUR

SATURDAY & SUNDAY, MARCH 21-22, 2015, 10:00 A.M. - 5:00 P.M.

#### \$15,000 - OAK SPONSOR

- Exclusive full page ad on back cover of tour guide
- Benefits of Ironwood level as listed below

#### \$10,000 - IRONWOOD SPONSOR

- Prominent placement of logo/name on tour guide cover
- Prominent placement of logo/name on garden tour postcard sent to 20,000 households
- Full-page ad in tour guide
- 100 tickets to the tour that you or Theodore Payne can distribute on your behalf
- Top placement of logo/name on garden tour website page
- Highly visible logo placement/prominent mention in Spring and Summer issues of The Poppy Print news letter, mailed quarterly and handed out to more than 2,000 TPF members and their households
- Highly visible logo placement/prominent mention in Theodore Payne e-newsletter sent 2-3 times before the tour to more than 11,000 subscribers
- Placard at ticket sale locations on both days of tour
- Sponsorship mentioned in all press releases and online calendar postings.

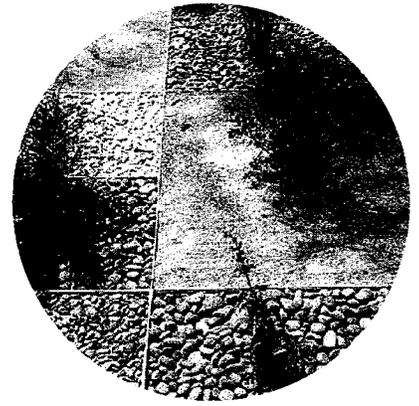
#### \$5,000 - REDBUD SPONSOR

- Placement of logo/name on garden tour postcard sent to 20,000 households
- Full-page ad in tour guide
- 50 tickets to the tour that you or Theodore Payne can distribute on your behalf
- Placement of logo/name on garden tour website page
- Highly visible logo placement/prominent mention in Spring and Summer issues of The Poppy Print news letter mailed quarterly and handed out to more than 2,000 TPF members
- Highly visible logo placement/prominent mention in Theodore Payne e-newsletter sent 2-3 times before the tour to more than 11,000 subscribers
- Sponsorship mentioned in all press releases and online calendar postings.

Theodore Payne Foundation for Wild Flowers and Native Plants  
- 10459 Tuxford Street - Sun Valley, CA - 91352 - 818-768-1802

[www.theodorepayne.org](http://www.theodorepayne.org)

PAGE 1 OF 2



SPONSOR LEVELS & BENEFITS  
12TH ANNUAL THEODORE PAYNE NATIVE PLANT GARDEN TOUR  
SATURDAY & SUNDAY, MARCH 21-22, 2015, 10:00 A.M. - 5:00 P.M.

**\$2,500 - BAY SPONSOR**

- Full-page ad in tour guide
- 25 tickets to the tour that you or Theodore Payne can distribute on your behalf
- Placement of logo/name on garden tour website page
- Mention in Spring and Summer issue of The Poppy Print newsletter mailed quarterly and handed out to more than 2,000 TPF members
- Mention in Theodore Payne e-newsletter sent 2-3 times before the tour to more than 11,000 subscribers
- Sponsorship mentioned in all press releases and online calendar postings.

**ALTERNATE LEVELS**

**\$1000** Half-page ad in tour guide, 10 tickets to the tour and placement of logo on garden tour website page

**\$750** Quarter-page ad in tour guide, 5 tickets to the tour, and placement of logo on garden tour website page

**\$350** Eighth-page ad in tour guide, 2 tickets to the tour, and name on garden tour website page

Your contribution to the garden tour is tax deductible to the extent allowed by law. The Theodore Payne Foundation for Wild Flowers and Native Plants, Inc. is a 501(c)(3) non-profit charitable organization. To discuss sponsorship options and reserve your space in the tour guide, contact Margaret Oakley, Garden Tour Coordinator, [gardentour@theodorepayne.org](mailto:gardentour@theodorepayne.org), or (310) 717-7380.

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PAGE 2 OF 2

# **Attachment 2**



FOR IMMEDIATE RELEASE  
October 29, 2014

## THEODORE PAYNE NATIVE PLANT GARDEN TOUR SHOWCASES BEAUTIFUL, SUSTAINABLE LANDSCAPES

SUN VALLEY, CA - The 12th Annual Theodore Payne Native Plant Garden Tour, an outreach event of the Theodore Payne Foundation for Wild Flowers and Native Plants, takes place Saturday & Sunday, March 21 & 22, 2015, 10 a.m.- 5 p.m. The two-day self-driven tour features more than 40 private and public gardens in the Los Angeles area.

Following the tour, on March 28, Theodore Payne's Annual Poppy Day Plant Sale offers discounts to the public on native plants.

On Saturday, March 21, gardens in the San Fernando and San Gabriel valleys will be open for touring.

On Sunday, March 22, gardens in Los Angeles, the Westside and South Bay will be open.

On Saturday, March 28, the Theodore Payne Foundation's Poppy Day Plant Sale, at the Foundation's nursery in Sun Valley, runs from 8:30 a.m.- 4:30 p.m.

In addition to being beautiful, gardens on the tour help save money and conserve resources through reduced water consumption and lowered maintenance. The gardens also support native bird and insect populations. These unique landscapes are sustainable, creative and distinctly Californian. A wide variety of garden styles, budgets and sizes are represented. Examples of container gardens, native grass lawns and a no-mowing-required yard meadow are included, along with rainwater harvesting and other water catchment designs.

Private garden owners – many of whom designed and installed their own landscapes – will be on site to share secrets of their success. Professionally designed gardens are also on tour, as well as a few public landscapes. Theodore Payne Foundation docents will be available at gardens to answer visitor questions.

Tour tickets are \$30/per person for both days for Theodore Payne Foundation members, students and groups of 10 or more; \$35/person for non-members. Early bird discounts available for tickets purchased before January 1, 2015, at \$25/per person for members, \$30/per person for non-members.

Tickets available at <http://theodorepayne.org/>

The Tour website, [nativeplantgardentour.org](http://nativeplantgardentour.org), includes details, photographs and plant lists for past participating gardens, and will be fully updated with 2015 gardens by February 1, 2015.

Contact: Tour Coordinator Margaret Oakley Otto, [gardentour@theodorepayne.org](mailto:gardentour@theodorepayne.org), 310-717- 7380.  
[nativeplantgardentour.org](http://nativeplantgardentour.org)

Theodore Payne Foundation for Wild Flowers and Native Plants, Inc.  
10459 Tuxford Street | Sun Valley, CA 91352 | 818-768-1802 | [theodorepayne.org](http://theodorepayne.org)

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About The Foundation The Theodore Payne Foundation for Wild Flowers & Native Plants, established 1960, is a non-profit 501(c)3 organization that operates a California native plant nursery, seed source, bookstore and education center, open to the public year round. More information about the Foundation and gardening with native plants can be found at [theodorepayne.org](http://theodorepayne.org).