



STAFF REPORT

Meeting Date: December 1, 2015

To: Honorable Mayor & City Council

From: Trish Rhay, Assistant Director of Public Works Services, Utilities and Infrastructure 
Michelle Tse, Planning and Research Analyst *MST*

Subject: City Sponsorship for the 13th 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

INTRODUCTION

Staff received an invitation letter from the Theodore Payne Foundation for Wild Flowers & Native Plants ("Foundation") requesting sponsorships for their 13th annual native plant garden tour. Staff will proceed with a City sponsorship amount of \$1,000 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 13 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 April 2-3, 2016 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.

Meeting Date: December 1, 2015

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 \$1,000 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 \$1,000 sponsorship, the City will receive 5 complimentary tour tickets. The tickets will be distributed on a first-come, first-served basis.

FISCAL IMPACT

The \$1,000 sponsorship will be funded by Public Work Services conservation program department budget.

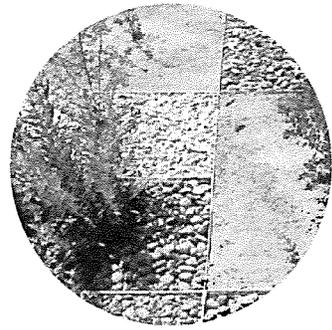
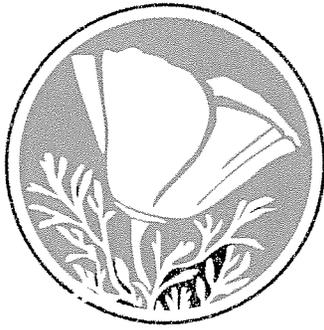
RECOMMENDATION

The report is for information only. Staff will proceed with a sponsorship amount of \$1,000 to the Theodore Payne Foundation for the 13th Annual Theodore Payne Native Plant Garden Tour, unless directed otherwise by the City Council.


George Chavez

Approved By

Attachment 1



SPONSOR LEVELS & BENEFITS

13TH ANNUAL THEODORE PAYNE NATIVE PLANT GARDEN TOUR

SATURDAY & SUNDAY, APRIL 2-3, 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

Full-page ad in tour guide

Prominent placement of logo/name on spring events postcard sent to 3,000 households

100 Garden Tour tickets directly for you, or distributed on your behalf by Theodore Payne

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 3,000 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 12,000 subscribers

Company placard displayed at ticket sale locations on both days of tour (placard must be self-provided)

Sponsorship mentioned in all press releases and online calendar postings.

\$5,000 - REDBUD SPONSOR

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

Prominent placement of logo/name on spring events postcard sent to 3,000 households

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 3,000 TPF members

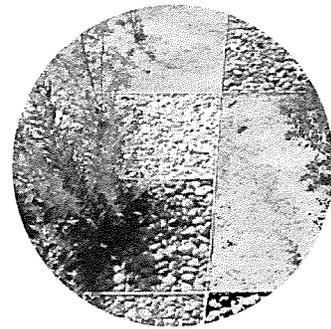
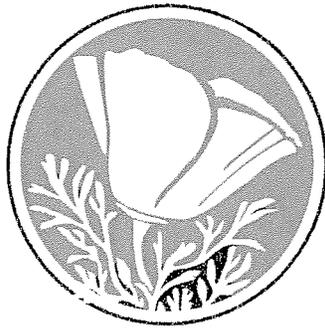
Highly visible logo placement/prominent mention in Theodore Payne e-newsletter sent 2-3 times before the tour to more than 12,000 subscribers

Sponsorship mentioned in all press releases and online calendar postings.



Theodore Payne Foundation for Wild Flowers and Native Plants
10459 Tuxford St, Sun Valley, California 91352 818 768 1802

theodorepayne.org
nativeplantgardentour.org



SPONSOR LEVELS & BENEFITS

13TH ANNUAL THEODORE PAYNE NATIVE PLANT GARDEN TOUR

SATURDAY & SUNDAY, APRIL 2-3, 2015, 10:00 A.M. - 5:00 P.M.

\$3,000 - SAGE 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 3,000 TPF members

Mention in Theodore Payne e-newsletter sent 2-3 times before the tour to more than 12,000 subscribers

Sponsorship mentioned in all press releases and online calendar postings.

ALTERNATE LEVELS

\$1500: Half-page ad in tour guide, 10 tickets to the tour and placement of logo on garden tour website page

\$800: Quarter-page ad in tour guide, 5 tickets to the tour, and placement of logo on garden tour website page

\$400: 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.

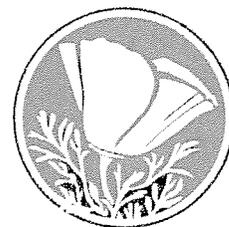
To discuss sponsorship opportunities and reserve your space in the tour guide, contact Garden Tour Coordinator, **Margaret Oakley Otto**, gardentour@theodorepayne.org, or (310) 717-7380.



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Attachment 2



FOR IMMEDIATE RELEASE – AUGUST, 2015

DISCOVER THE BEAUTY OF CALIFORNIA NATIVE PLANTS ON THE THEODORE PAYNE FOUNDATION'S NATIVE PLANT GARDEN TOUR

SUN VALLEY, CA - The 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, April 2 and 3, 2016, 10 a.m. - 5 p.m. The two-day self-driven tour features more than 35 private and public gardens in the Los Angeles area.

On Saturday, April 2, gardens in Los Angeles, the Westside and South Bay will be open for touring.

On Sunday, April 3, San Fernando Valley and San Gabriel Valley locations will be open.

Following the tour, on Friday and Saturday, April 15 and 16, the Theodore Payne Foundation's Poppy Days Plant Sale will be held at the Foundation's nursery in Sun Valley from 8:30 a.m. - 4:30 p.m.

In addition to being beautiful, gardens on the tour nurture pollinators and other wildlife, save water and energy, and thrive in our local climate. 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 and a no-mowing-required 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.

All tickets cover both days of the Tour. Pricing is as follows:

Single tickets are \$30/per person for Theodore Payne Foundation members and students; \$35/person for non-members.

Tickets for couples are \$50 (two tickets) for members; \$60 for non-members.

Before January 1, 2016, groups of seven or more may purchase tickets at \$25 each.

New this year: Share the beauty of the Tour by sponsoring a ticket (\$15 each) for someone not able to afford one. TPF will distribute sponsored tickets through our education and community partners. See theodorepayne.org for details.

Tickets available at theodorepayne.org

The Tour website, nativeplantgardentour.org, includes details, photographs and plant lists for past participating gardens, and will be fully updated with 2016 gardens by February 1, 2016.

Contact Garden Tour Coordinator, Margaret Oakley Otto, gardentour@theodorepayne.org, or (310) 717-7380



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