



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Johnathan Oliver Skinner, Director Of Community Services

Date: July 11, 2023

Subject: 2023-24 Angler Chronicles - Marketing and Media Services Agreement

Recommendation

Approve and authorize the City Manager to execute a Professional Services Agreement with Angler Chronicles for Marketing and Media services in an amount not to exceed \$32,000.00 in such final form as approved by the City Attorney.

Background

The City of Lake Elsinore has utilized Angler Chronicles media to promote various activities in Lake Elsinore, including fishing, special derbies and contests, boating, camping and general opportunities for residents and guests to enjoy the recreational avenues within the City.

Discussion

Angler Chronicles has been a partner with the City of Lake Elsinore for more than 11 years. Through their weekly radio show, Saturday mornings broadcasts from Angels Stadium, to their various TV shows airing on Bally's Sports West (formerly Fox Sports West), the "AC Crew" has been promoting not only fishing and fishing activities but promoted recreational opportunities and businesses throughout Lake Elsinore. With a listener and viewership in to 10,000+ range, promoting Lake Elsinore through Angler Chronicles Marketing and Media has brought and interested recreators to the area and some have found an exciting place to live.

Fiscal Impact

The Agreement shall not to exceed \$32,000 and is requested through the annual fiscal budgetary process.

Attachments

Attachment 1 - Agreement
Exhibit A - Proposal

