

CITY OF YUBA CITY  
STAFF REPORT

**Date:** December 20, 2022  
**To:** Honorable Mayor & Members of the City Council;  
**From:** Administration Department  
**Presentation By:** George Barlow, Management Analyst

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**Summary**

**Subject:** Community Sponsorship Request - Friends of the Marysville Stampede - Cotton Rosser Memorial Bronze Statue

**Recommendation:** Consider the sponsorship request from the Friends of the Marysville Stampede, and if approved:

A. Adopt a Resolution to approve a monetary sponsorship request from the Friends of the Marysville Stampede of \$5,000.00 for the Cotton Rosser Memorial Bronze Statue

B. Authorize the Finance Director to record a supplemental appropriation in the amount of \$5,000.00 from Account No. 4220-66003 (Sister City)

**Fiscal Impact:** Monetary Sponsorship in the amount of up to \$5,000.00 - Account No. 4220-66003 (Sister City)

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**Council's Strategic Goal:**

The overarching strategic goal of "Quality of Life."

**Purpose:**

City sponsorships reflect support of specific programs or events by an organization. The intent is that the public will receive some intrinsic cultural, economic, educational, or entertainment value from the program or event.

**Background:**

Cotton Rosser was legendary in the professional rodeo world as the owner of the Flying U rodeo livestock contracting firm and was inducted into the Pro Rodeo Hall of Fame in 1995. He is equally legendary in his hometown of Marysville as an entrepreneur and owner of Flying U and Cotton's Cowboy Corral western wear store. In 2021, a group of community leaders formed a committee led by the Yuba/Sutter Arts Council to develop designs and raise funds for the Cotton Rosser Bronze Statue project, the first large-scale monument in the Yuba-Sutter region. The committee has raised just over \$108,000 of the \$270,000 budget required to move the project forward.

The bronze monument will be placed at Plaza Park, a City of Marysville property on 1<sup>st</sup> Street, adjacent to the Silver Dollar Saloon and Bok Kai temple. Plaza Park is in historic downtown Marysville where the region’s annual cattle drive ends each year. The park is the historic gateway to Marysville, dating back to the ferry boat days. The cattle drive is the opening event of the annual Marysville Rodeo.

The molding of the bronze statue would begin in early 2023, and the final assembly in July 2023. The project proponents are targeting the statue and associated park improvements to be in place by early September of 2023 for next year’s cattle drive and Marysville Stampede.

Two anonymous major donors recently came forward with a challenge grant offering \$75,000 as a match for every dollar raised by December 31<sup>st</sup>, 2022. The community must raise the entire match of \$75,000 for the project to receive the matching funds.

**Analysis:**

Cotton Rosser contributed and his family continues to contribute to the Yuba City community. The Rosser Family, who own and operate the Flying U Rodeo Company, coordinate an annual cattle stampede that begins in Yuba City and ends in Marysville; they partner with local non-profits such as the Geweke Foundation and the YC K-9 Association to support the community; and their recognition in the professional rodeo world brings positive recognition to the Yuba-Sutter area. Contribution to Cotton Rosser's Memorial Statue will provide recognition to a man that has contributed significantly to the entire Yuba-Sutter region.

The Amended Community Sponsorship Policy states, "The budget for the Community Sponsorship Program shall be established by City Council each year during the annual budget process," and "applications will be presented to Council Quarterly on a first-come, first-serve basis." Through the FY 22/23 Budget, Council established the following.

Account Number	Description	Funding Budgeted	Funding Available
4220-66010	Community Contributions	\$15,000	\$11,250
4220-66015	Community Events	\$10,000	\$ 6,500

As noted above, the budgeted funds are to be considered and allocated quarterly, which provides \$3,750 quarterly for Community Contributions and \$2,500 quarterly for Community Events. On July 19, 2022, Council authorized a Community Contribution of \$3,750 to the Alliance for Hispanic Advancement and a \$2,500 Community Event Sponsorship to Yuba Sutter Arts & Culture. On October 4, 2022, Council authorized a Community Event Sponsorship of \$1,000 to the Sutter County Community Memorial Museum Association Trees & Traditions Fundraiser Event.

Per the Policy, sponsorship requests are to come before Council on a quarterly basis for consideration. This request is coming before Council out of sequence due to the anonymous donor challenge grant which requires that all match funds be raised by December 31<sup>st</sup>.

**Fiscal Impact:**

Due to the unique and special nature of this request, staff is requesting a supplemental appropriation of \$5,000 from Account No. 4220-66003 (Sister City) as the City will not have a Sister City delegation during FY 2022-23.

**Alternatives:**

1. Do not authorize the contribution of \$5,000 to the Cotton Rosser Memorial Statue.
2. Authorize a different contribution.
3. Do not authorize the supplemental appropriation from Account no. 4220-66003 (Sister City), in which there is \$8,500 available, and utilize Account No. 4220-66010 (Community Contributions), thereby reducing the amount available for the remainder of the fiscal year for other organizations.

**Recommendation:**

Consider the sponsorship requests from the Friends of the Marysville Stampede, and if approved:

- A. Adopt a Resolution to approve a monetary sponsorship request from the Friends of the Marysville Stampede of \$5,000.00 for the Cotton Rosser Memorial Bronze Statue.
- B. Authorize the Finance Director to record a supplemental appropriation in the amount of \$5,000.00 from Account No. 4220-66003 (Sister City)

**Attachments:**

1. RESOLUTION - Community Sponsorship Request Friends of the Marysville Stampede
2. Sponsorship Request From Friends of the Marysville Stampede

Prepared By:  
George Barlow  
Analyst

Submitted By:  
Diana Langley  
City Manager

# ATTACHMENT 1

**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY  
APPROVING A COMMUNITY SPONSORSHIP REQUEST FOR THE FRIENDS OF THE  
MARYSVILLE STAMPEDE FOR THE COTTON ROSSER MEMORIAL BRONZE STATUE**

**WHEREAS**, The Friends of the Marysville Stampede, a 501(c)(3) non-profit organization, is requesting community sponsorship funds for the Cotton Rosser Memorial Bronze Statue; and,

**WHEREAS**, the City Council of the City of Yuba City ("City Council") finds that the Friends of the Marysville Stampede, a nonprofit organization that serves an important public purpose to the community as the public will receive cultural and educational enrichment from their efforts; and

**WHEREAS**, Cotton Rosser contributed significantly to the Yuba City community through events held in the community, support of local non-profits that benefit residents of Yuba City, and the positive recognition that Cotton Rosser, the Rosser Family, and the Flying U Rodeo have brought to the Yuba-Sutter area.

**NOW, THEREFORE**, the City Council of the City of Yuba City does hereby resolve as follows:

Section 1. That the City Council finds the above recitals true and correct.

Section 2. The City Council finds that the Cotton Rosser Memorial Bronze Statue will benefit Yuba City residents. The requested fundraising is for a qualified non-profit organization that primarily serves Yuba Sutter residents, and will contribute positively to the recognition and image of the City. Accordingly, the City Council approves the sponsorship request of \$5,000 for the Cotton Rosser Memorial Bronze Statue.

Section 3. The City Council authorizes the Finance Director to record a supplemental appropriation in the amount of \$5,000 from Account No. 4220-66003.

Section 3. This Resolution shall take effect immediately and that the Deputy City Clerk shall certify the adoption of this Resolution.

The foregoing Resolution of the City Council of the City of Yuba City is duly introduced, PASSED AND ADOPTED at a regular meeting thereof held on this 20<sup>th</sup> day of December, 2022 by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

\_\_\_\_\_  
Wade Kirchner, Mayor

\_\_\_\_\_  
Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY

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Shannon L. Chaffin, City Attorney

## ATTACHMENT 2



## COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization FRIENDS OF THE MARYSVILLE STAMPEDE Non-Profit ID/ 501 C# 3748301

Address 1129 D Street City/State/Zip MARYSVILLE, CA 95901

Contact Person Nicole Rosser Phone 530-701-5953 Email NDROSSER@YUBASUTTERLAW.COM

Organization Purpose/Mission PROMOTE AND PERSERVE AGRICULTURE AND RODEO

Type of Organization:

- Non-Profit (located or primarily serves residents within the City of Yuba City)
- Educational Institution
- Local business (located within City of Yuba City city limits)

Type of Event:

- Local Celebration
- Athletic
- Cultural
- Educational
- Fundraiser
- Entertainment
- Other \_\_\_\_\_

Program or Event Name COTTON ROSSER MEMORIAL BRONZ

Event Location WILL BE LOCATED IN MARYSVILLE ALONG STAMPDEE ROUTE

Event Date/Time ESTIMATED TO BE COMPLETED IN 2023

Expected Number of Participants N/A

Open to the Public?  Yes  No

Please explain how your program or event meets one or more of the sponsorship criteria below:

- **Boosts the local Yuba City economy:** THE STAMPEDE BRINGS TALENT AND SPECTATORS TO OUR AREA. THAT STAY IN LOCAL HOTELS, EAT IN LOCAL RESTAURANTS, AND HELP PLACE OUR COMMUNITY ON THE RADAR FOR THE RODEO WORLD ACROSS AMERICA. TOURISM.
- **Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community:** RODEO IS BUILT AROUND COMMUNITY. COTTON ROSSER AND HIS FAMILY NOT ONLY BROUGHT A WORLD CLASS SPORT TO OUR COMMUNITY, THEY ALSO PARTNERED WITH LOCAL NON-PROFITS SUCH AS GEWEKE FOUNDATION AND THE YC K-9 ASSN TO GIVE BACK TO OUR COMMUNITY. THESE ARE ALL LOCAL CHARITIES THAT OUR COMMUNITY SUPPORTS GREATLY.
- **Contributes positively to the recognition and image of the City of Yuba City:** COTTON ROSSER HAS DONE A LOT FOR YUBA CITY AND THE COMMUNITY. OUR SUPPORT SHOWS THAT THE CITY OF YUBA CITY SUPPORTS OUR LOCAL LEADERS AND WE ARE ONE COMMUNITY. HIS LEGACY LIVES ON IN HIS FAMILY.



Type of Sponsorship Requested:

In-kind services – Amount requested: \_\_\_\_\_

Provide a description of the in-kind services requested: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Facility Waiver – Amount requested: \_\_\_\_\_

Monetary Funding – Amount requested: 5,000

Fundraiser Gift Basket – Amount requested: \_\_\_\_\_

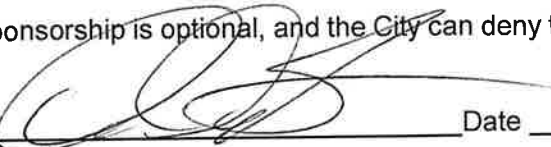
Other Considerations:

I understand that if the City agrees to sponsor the event, I will acknowledge the sponsorship on all printed information or advertising related to the event using a message approved by the City and provide any written marketing material to the City before distribution of event materials.

If the City agrees to sponsor the event, I understand that appropriate ADA accessibility and other permit requirements will be provided.

I understand that sponsorship is optional, and the City can deny this sponsorship application.

Signature of Applicant



Date

12/2/2022

Print Name of Applicant

DAVE SHAW, MAYOR