



## **REPORT TO CITY COUNCIL**

**To: Honorable Mayor and Members of the City Council**

**From: Jason Simpson, City Manager**

**Prepared by: Johnathan O. Skinner, Community Services Director**

**Date: June 28, 2022**

**Subject: 2022-23 Angler Chronicles – Marketing and Media Services Contract**

### **Recommendation**

Approve and authorize the City Manager to execute the Professional Services Agreement for Marketing and Media services with Angler Chronicles in the not to exceed amount of \$32,000.00 and 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 10 years. Through their weekly radio show, Saturday mornings broadcasts from Angles 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 Purchase Contract shall not to exceed \$32,000 and is requested through the annual fiscal budgetary process.

### **Exhibits**

- A – Angler Chronicles – Marketing and Media Proposal
- B – Angler Chronicles – Professional Services Agreement