



COUNCIL

COMMUNICATION

Agenda

City Manager's Office

Item No.:

45

GENERAL INFORMATION—

Agenda Date: 03/08/04

Communication No.:

04-122

Agenda Item Type: Resolution

Roll Call No:

Submitted by: Donald M. Tripp, Park and Recreation Director

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SUBJECT—

Agreements with Non-Parks and Recreation Department athletic events or tournaments who are hosted or sponsored by the Park and Recreation Department at its facilities.

SYNOPSIS—

Approval to authorize the Park and Recreation Director or his designee to execute agreements related to implementation of athletic events or tournaments which are not Park and Recreation Department programs but which are hosted or sponsored by the Park and Recreation Department at its facilities.

FISCAL IMPACT—

N/A. In many instances, the usual fees for use of the facilities will be waived and a revenue sharing arrangement will be negotiated with the co-host or co-sponsor.

RECOMMENDATION—

Approval.

BACKGROUND—

The City Manager or his designee was authorized by the Council on March 24, 1997 by Roll Call No. 97-1045, to sign agreements for sponsorships, advertising and services on behalf of the City

to support programs and services provided by the Park and Recreation Department, including co-sponsored events. The City Manger has designated the Park and Recreation Director as his designee to execute these agreements. That Roll Call also requires the Park and Recreation Director to report on a quarterly basis the activities undertaken under this grant of authority.

Under Chapter 74 of the Municipal Code, Section 74-91. Public meetings and organized uses. It states, "Permits shall be obtained from the park and recreation director for use of parks and facilities by organized groups for all such purposes, including athletic and sporting activities. In researching this issue the Park and Recreation Director has been authorized to sign agreements relating to the day-to-day operations of the Park and Recreation Department. However, one area not specified in the granting of authority identified above is the ability of the Park and Recreation Director to sign co-hosting or co-sponsoring agreements for events, which are not Park and Recreation Department programs or events.

The Park and Recreation Department desires to enter into agreements with other agencies or organizations to host or co-sponsor State, Regional or National athletic events. Due to some of the athletic bidding requirements, the City must partner with an affiliate member to secure certain bids, such as this past year SNICKERS U.S. Youth Soccer Regional Championship, which was required to be awarded to the Iowa Soccer Association, the affiliate of the U.S. Youth Soccer Association.

Under the terms and conditions of the hosting or co-sponsoring agreements, the rental fees may be waived in lieu of a negotiated revenue sharing arrangement, which typically would provide income above and beyond the established rental fees. These agreements are also advantageous to the Park and Recreation Department in allowing the City to assist in managing quality control, by being a partner to the event and not just a facility manager. This participation in management of the event or tournament may include a sharing of costs of hiring officials, providing of necessary equipment or supplies, soliciting sponsors, providing concessions, executing room rebate agreements from area hotels and planning for and providing for safety and security needs.

The Park and Recreation Department hopes to secure many athletic events and tournaments at its facilities over the next few years, resulting in vigorous use of its athletic fields and increases in revenues. Due to the repetitive nature of the involved agreements and the need oftentimes to negotiate and finalize agreements in a short time frame, staff is requesting authority for the Park and Recreation Director or his designee to sign the necessary agreements to host, sponsor or permit use of Park and Recreation facilities to be used for these types of events, ***upon review and approval by the Legal Department.***

Staff believes that with this authorization, efficiencies and management of the park facility operations will be greatly improved and will allow the City to competitively bid for State, Regional and National athletic events in a timely manner. As part of this granting authority, the Park and Recreation Department will report ***on an annual basis***, events and athletic tournaments secured under this authority.