



CITY OF MORRO BAY RECREATION AND PARKS COMMISSION AGENDA

*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life.
The City shall be committed to this purpose and will provide a level of municipal service and safety
consistent with and responsive to the needs of the public.*

**Regular Meeting - Thursday, March 21, 2013
Veteran's Memorial Building - 5:30 P.M.
209 Surf Street, Morro Bay, CA**

Chairperson Karen Croley

Vice-Chairperson John Bates
Brian Dorfman
Drew Sidaris

Tom Coxwell
Al Romero

ESTABLISH QUORUM AND CALL TO ORDER
MOMENT OF SILENCE
ANNOUNCEMENTS / PRESENTATIONS

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the Commission on City business matters other than scheduled items may do so at this time. To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Commission meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes.
- All remarks shall be addressed to the Commission, as a whole, and not to any individual member thereof.
- The Commission respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Commission to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Commission meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Recreation and Parks' Administrative Technician at (805) 772-6280. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

- A-1 Approval of Minutes from Recreation and Parks Commission meeting held on January 17, 2013
Staff Recommendation: Approve minutes.
- A-2 Correspondence/Citizen's Reports
Staff Recommendation: Receive and file.

- A-3 Participation Reports
 - Youth and Senior Services
 - Recreation Classes and Affiliated Clubs
 - Youth and Adult Sports
 - Facilities and Parks

Staff Recommendation: Receive and file.

- A-4 Department Program/Project Status Report
Staff Recommendation: Receive and file.

- B. PUBLIC HEARINGS
 - B-1 Co-Sponsorship of Morro Bay 4th of July Program
Staff Recommendation: Receive comment, discuss and make a recommendation to forward to City Council.

 - B-2 Initial review of a proposed City Sponsorship Policy
Staff Recommendation: discuss and make recommendations.

- C. UNFINISHED BUSINESS
 - C-1 None

- D. NEW BUSINESS
 - D-1 Election of Chair and Vice-Chair for 2013
Staff Recommendation: Elect Chair and Vice-Chair for 2013

 - D-2 Election of Senior Representative for 2013
Staff Recommendation: Elect Senior Representative for 2013

 - D-3 Review proposal for BMX bike activities
Staff Recommendation: Discuss and make recommendations.

- E. FUTURE AGENDA ITEMS

- F. ADJOURNMENT

Adjourn to a regular meeting scheduled at the Veteran's Memorial Building, 209 Surf Street, on May 16, 2013 at 5:30 P.M.

This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at the Morro Bay Community Center, 1001 Kennedy Way, for any revisions or call the department at 772-6280 for further information.

Materials related to an item on this Agenda are available for public inspection during normal business hours at the Recreation and Parks Department and at Mill's/ASAP, 495 Morro Bay Boulevard, or online at www.morro-bay.ca.us/rpc. Materials related to an item on this Agenda submitted to the Commission after publication of the Agenda packet are available for inspection at the Recreation and Parks Department during normal business hours or at the scheduled meeting.

MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION

REGULAR MEETING –JANUARY 17, 2013

VETERANS MEMORIAL BUILDING – 5:30 P.M.

CALL TO ORDER: Chair Croley called the meeting to order at 5:30 p.m.

ROLL CALL: PRESENT: Commissioner Dorfman, Commissioner Romero, Commissioner Sidaris, Chair Croley, Staff Woods, and Staff English. ABSENT: Commissioner Munoz, Commissioner Ayoob and Vice Chair Bates.

MOMENT OF SILENCE

COMMISSIONER REPORTS AND ANNOUNCEMENTS

Staff Woods introduced staff member Celeste English; the Department's new Administrative Technician replacing Barbara Wright who is now retired. This year's CPRS Conference will be held March 5 – 8 in San Jose. Any Commissioners interested in attending should contact Staff Woods. District 8 Awards and Installation Dinner will be held on Friday, March 15th at the Atascadero Lake Park Pavilion. SLOCAPRA will be hosting their Commissioners Workshop the following day, Saturday, March 16th also at the Pavilion. There will be a fieldtrip to the Charles Paddock Zoo following the workshop. The Dixon Spaghetti Dinner Fundraiser will be held Friday, March 22nd. Lastly Staff Woods announced that Coed Soccer games begin on Monday, January 21st and that there was still time to register.

Chair Croley suggested that item B-1, Review and Discussion of the Work Program for Fiscal Year 2013/14, be moved to the end of the agenda.

MOTION: Commissioner Sidaris moved that item B-1 be moved to the end of the agenda. The motion was seconded by Commissioner Romero and carried. (4-0)

PUBLIC COMMENT

None

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the Commission, the following items are approved without discussion.

A-1 APPROVAL OF MINUTES OF THE NOVEMBER 15, 2012 MEETING

RECOMMENDATION: Approve as submitted.

A-2 CITIZEN'S REPORTS AND CORRESPONDENCE

RECOMMENDATION: Approve as submitted.

- A-3 YOUTH AND SENIOR SERVICES SUMMARY FOR NOVEMBER AND DECEMBER 2012
RECREATION CLASSES AND AFFILIATED CLUBS SUMMARY FOR NOVEMBER AND DECEMBER 2012
YOUTH AND ADULT SPORTS SUMMARY NOVEMBER AND DECEMBER 2012
FACILITIES AND PARKS USE SUMMARY FOR NOVEMBER AND DECEMBER 2012

RECOMMENDATION: Approve as submitted.

MOTION: Commissioner Dorfman moved the Commission approve Consent Calendar Items A-1, A-2 and A-3 for file. The motion was seconded by Commissioner Romero and carried. (4-0)

- A-4 RECREATION AND PARKS DEPARTMENT STATUS REPORT

RECOMMENDATION: Approve as submitted.

Staff Woods updated the Commission on the following topics.

Staircase at North Point: The maintenance project on the staircase has been completed. The improvements provide safer beach access.

Lila Keiser Park: Bleachers will be installed on both the east and west side fields. Also, the new wireless scoreboards will be arriving soon. The new scoreboards will have labeling on the top identifying field locations (Lila Keiser East, Lila Keiser West). They will have space for sponsor advertising on the bottom sections.

T.A.C: The Teen Action Club was out over winter break re-striping the parking lot at Lila Keiser. The club is taking great pride in their adopt-a-park, Lila Keiser. They have also re-striping the parking lot at the Teen Center.

Assessment Districts: A neighborhood meeting is being scheduled for the near future, likely on the first Wednesday in February. Once the date has been secured, a "News Flash" will be sent out using the City's "Notify Me" program.

Street Summit 2013: Staff participated in the Street Summit 2013; staff met with Public Works staff as well as the Public Works Advisory Board. The meeting focused on streets and street repairs. There will be summary minutes and recommendations presented to Council.

MV Transit: Staff has been instrumental in helping with the move of MV transit from their office on Harbor Street to the downstairs office at the MBCC.

Staff Woods also noted that there are some significant changes being made to our operations. Staff has met with the School District and will be taking over the coordination of the Middle School boys' volleyball team. Staff will be coordinating the coaches, scheduling of games, referees, uniforms and all other needs for league play. Staff will also be assisting with track and field and girls' volleyball later in the year.

Chair Croley commented on the exciting improvements to Lila Keiser Park and their timeliness for the upcoming softball and baseball seasons.

Staff Woods noted that because State monies for the park’s renovation fell through, staff has been able to pull together resources to patch together a decent renovation of Lila Keiser Park. Staff Woods also noted that the monies not received for Lila Keiser were relocated for improvements to Anchor Park and City Park. The signs for those two parks are in and will be installed in the next week or two. Picnic tables and benches will be arriving soon as well.

MOTION: Commissioner Romero moved the Commission approve Consent Calendar Item A-4 for file. The motion was seconded by Commissioner Sidaris and carried. (4-0)

B. PUBLIC HEARINGS

Moved to end of the Agenda (see motion under Commissioner Reports and Announcements).

C. UNFINISHED BUSINESS

None

D. NEW BUSINESS

D-1 REVIEW AND RECOMMEND ACTION ON THE M.O.U. REGARDING THE ESTERO BAY COMMUNITY AQUATIC CENTER.

Staff Woods reminded the Commission that on January 20, 2011 the RPC reviewed an M.O.U. regarding the Estero Bay Aquatic Center and recommended that it be sent on to Council for approval. The M.O.U. did not get forwarded to Council due to additional discussion at a Stakeholders meeting resulting in uncertainties regarding maintenance and operation costs and how those costs would be distributed. The M.O.U. was tabled for a future date without executing the agreement. Since then the Los Osos Pool Foundation has notified staff that they are disbanding and wish to distribute their funds. A new M.O.U. has been created between the new Stakeholders which includes the Morro Bay Pool Foundation, San Luis Coastal School District and the City of Morro Bay. The School District has donated the land at Morro Bay Elementary and there are two concept plans available for Commission review. The M.O.U., when approved by all parties, will be significant in realizing the project which is vitally important to the communities of the Estero Bay. Staff Woods stated that this M.O.U. is the first step in the process and that a Joint Powers Agreement between the interested parties would be necessary to detail financial responsibilities.

Chair Croley noted some corrections to the M.O.U.: name change for the Morro Bay Community Pool Foundation should be the Estero Bay Community Pool Foundation; section 3a states the Foundation will raise funds for a feasibility study, that study has already been done and established the need for a pool with Morro Bay being the best location.

Staff Woods recommended leaving in the wording on the Foundation raising funds for a feasibility study regardless of its completion so that if any additional findings become necessary the Foundation would be responsible for funding an additional study.

MOTION: Commissioner Dorfman moved the Commission recommend the M.O.U. be taken to Council on February 13, 2013. The motion was seconded by Commissioner Romero and carried. (4-0)

D-2 RECOMMENDATION OF APPROPRIATE USE OF THE HISTORIAL WOOD FROM THE DEMOLITION OF THE CENTENNIAL STAIRCASE.

Staff Woods stated that this item comes to the RPC by request of the City Council seeking recommendations on how best to reuse the wood from the demolition of the Centennial Staircase. The demolition is a result of improvements to the staircase at 781 Market Street involving the installation of a funicular and cement staircases. Staff's suggestion is to use the wood to rebuild the Surf Street staircase to improve safety and access. Staff Woods also detailed other possible uses for the wood: historic tribute to the wooden staircase at its current site; some form of public art; used for other public infrastructures (piers, benches, other staircases, tables, etc.); functional public furniture; auction wood as a revenue enhancement. The current staircase is a large structure with historical significance and to repurpose the wood would ensure community value for future generations to appreciate.

Chair Croley asked if there would be wood left over after rebuilding the Surf Street staircase. Staff Woods stated that possibly there would be some wood left over. That it would depend on the scope of the project at Surf Street.

Commissioner Dorfman asked for clarification on why the Centennial Staircase was being removed. Staff Woods informed the Commissioners that the staircase is being replaced to allow for better accessibility. The City had looked at installing an elevator or a funicular, opting for the funicular with staircases on either side. Commissioner Dorfman asked if handicapped accessibility was required at that location. Staff Woods responded that the property owner's desire was to create more of a plaza-like atmosphere at the location and also provide improved access.

Chair Croley stated that she understood the project to be a benefit in attracting pedestrians to travel more easily between the waterfront and downtown. She further noted that there is a need to replace the Surf Street staircase. Commissioner Dorfman agreed.

MOTION: Commissioner Sidaris moved to reuse the wood from the Centennial Staircase demolition to rebuild the Surf Street staircase and to include a mid-deck. The motion was seconded by Commissioner Dorfman and carried. (4-0)

D-3 REVIEW AND DISCUSS DEVELOPMENT OF THE EMPTY LOT AT SHASTA AND DUNES STREETS

Staff Woods gave a brief history on how the City came to possess the lot at Shasta and Dunes Streets and how the lot reached its current state. The Council's desire was to prepare the lot for a future pocket park by clearing the lot and maintaining a water supply which staff has done. Staff has been approached by representatives from the Morro Bay Garden Club and the local 4-H Club all interested in helping develop a pocket park or community garden at the site. The details of such a development have to be worked out, but staff wanted to present an initial concept for the Commission to review. Staff recognizes the use of this lot could ultimately be very different than the concept being presented and is requesting the Commission to provide their ideas and recommendations.

Chair Croley recommended including benches along the edges of the proposed planters.

Commissioner Dorfman suggested including some form of public art.

Commissioner Sidaris recommended seeing what the community groups come up with and the RPC make suggestions later.

Chair Croley and Commissioner Dorfman both recommended making the area as interactive as possible. Making sure there are plenty of places for people to sit and linger.

Commissioner Dorfman asked about sun exposure and recommended that any plantings be appropriate for the limited exposure the lot receives.

Chair Croley suggested getting some input from the City employees working in the adjoining buildings. Staff Woods stated that he has poled a sampling of those employees and they are excited to be able to use the park to get out on breaks and lunches to enjoy nature and the outdoors.

Commissioner Dorfman further suggested including a center water feature; also recommending that the functionality of the area be a high consideration in the design. Staff Woods noted that many of the suggested features could be created by local talent thereby providing the community tie-in the City is looking for.

Staff Woods asked for recommendations for a title for the project and for a Commissioner willing to follow the item to Council. The Commission left the name open at this time and Commissioner Sidaris volunteered to follow the item.

MOTION: Commissioner Sidaris moved to recommend improvements at Shasta and Dunes Streets using the concept plan with the Commission's suggestions. The motion was seconded by Commissioner Romero and carried. (4-0)

D-4 PROGRAM EVALUATION -- ANNUAL HOLIDAY TREE LIGHTING

MOTION: Commissioner Romero moved that item D-4 be approved for file. The motion was seconded by Commissioner Dorman and carried. (4-0)

B-1 REVIEW AND DISCUSSION OF THE WORK PROGRAM FOR FISCAL YEAR 2013/14

Staff Woods gave a summary of the Work Program, a comprehensive list of programs and services provided by the Recreation & Parks Department (Departments excluded from the document at this time are Streets, Street Trees and Storm Drains). Staff Woods noted that review of the Work Program is traditionally done annually, but has been off calendar for some time. The Work Program review serves as a good precursor for setting priorities and objectives as the Department heads into the budget cycle with Council. Staff Woods asked the Commissioners to note that at the end of the report they would find a sheet allowing them to prioritize the Department's capital improvement projects by indicating a "high", "medium" or "low" priority.

Chair Croley asked about maintenance costs for tennis courts. Staff Woods responded that maintenance costs have been absorbed in-house and have been minimal due to volunteers doing much of the

necessary work and there being little required for the new courts. Staff Woods stated that there will be a time in the future when maintenance costs for the courts will have to be reviewed.

Commissioner Sidaris asked if the ramp from beach to rock was part of the Department's Master Plan. Staff Woods responded that it is part of the Northern Embarcadero Implementation Plan and has been approved to move forward providing a funding source is found.

Commissioner Romero asked who owns the Vets Hall. Staff Woods stated the city owns the hall and that local veterans groups can rent the hall at no charge for veteran related events.

Commissioner Sidaris commented that there are not very many trash receptacles along Morro Bay Blvd. Staff Woods stated that the receptacles are provided by Morro Bay Garbage as part of the City's service contract and that he will look into increasing the inventory without increasing costs.

Commissioner Sidaris asked if vandalism and graffiti are reported to the Police Department. Staff Woods stated they usually are not reported directly to PD; notification comes to our Department through the "Let Us Know" module on the City's website. Staff does notify PD to come out to do reports; follow-up does happen and all incidents are taken seriously.

Chair Croley asked that a priority list for the maintenance overlay of asphalt surfaces and play structure replacement be established; in particular Del Mar's paths need to be addressed. Commissioner Dorfman stated that improvements at Lila Keiser need to be a priority due to the park's ability to produce revenue.

Staff Woods requested that Commissioners complete their Prioritized Work Program sheets and submit them to staff. He noted the Commission's priorities will move forward into the budget process.

E. FUTURE AGENDA ITEMS

None

F. ADJOURNMENT

Motion to adjourn the meeting by Commissioner Romero, second Commissioner Dorfman. The meeting was adjourned at 7:25 p.m.

Respectfully submitted,

Celeste English
Administrative Technician

Morro Bay Citizens Bike Committee

Recreation and Parks Department
595 Harbor Street, Morro Bay CA 93442



Dedicated to the advocacy and creation of an efficient interconnected network of safe, scenic bikeways and community paths in the Morro Bay area.

March 7, 2013

To: Recreation and Parks Commission
Recreation and Parks Department
Public Works Advisory Board

Citizens Bike Committee met March 6, 2013.

Mr Rands reported that City Planning has approved the project that links the Morro Bay-Cayucos Connector to the Cloisters bike/ped paths. He is writing a Request For Proposals (RFP) to the project which will provide a safe crossing of Atascadero Road for bicyclists and pedestrians east of the east entrance to Morro Bay High School by constructing a short section of Class I multi-use trail and a crosswalk connecting existing termini of the Class I trail. The project will also close the gap between Morro Bay-Cayucos Connector and Cloisters Class I trails by designating Beachcomber and Sandalwood Avenues as Class 3 bikeways from Toro Lane to Azure Street. Caltrans is studying crosswalk options for the area.

Ms Bonnie Johnson described her proposal to put in a BMX/pump track style bike park in Morro Bay. It will be for all skill levels and ages. The park will be built and maintained by the Morro Bay Bike Park group and its riders. She has council approval and will go to Recreation & Parks Commission on March 21st to work on the details. Committee voted to endorse the project by letter to the Commission.

Mr Rands reported that funds are approved and he is working an RFP for Preliminary Engineering to build a bike/ped bridge across Morro Creek and connect the Embarcadero to Atascadero Road. He hopes for construction to be completed next summer. Ms Johnson noted that if the bridge is done by July 4, it will help north-enders to ride to the Bike Parade. Mr Rands reported that the Chamber of Commerce will sponsor a Bike Breakfast during Bike Month on May 24, 2013, between 7-9 am. Bicycle commuters are welcome to drop by for free food.

Mr Abrecht, Bicycle Advocate for the San Luis Obispo Bicycle Club, described a family bike event that he is planning for September 28, 2013, in conjunction with the SLOBBC Lighthouse Bike Ride for Charities. The ride will use the bike path adjacent to MBHS to provide a route for families and

children to enjoy a short bike ride with free refreshments. He will coordinate with the Bike Coalition to put on a short safety course at Cloisters Park, to include proper helmet fitting.

Mr Davis reviewed the list of Bike/Ped Improvement Needs that he provided to Council and to SLOCOG in January.

Mr Davis reported that SLOCOG staff will release an RFP to evaluate the feasibility of a Class I multiuse trail between San Luis Obispo and Morro Bay. The project is expected to start April 3, 2013.

Mr Davis reported that he has submitted the following proposed Major City Goal:

Rejuvenate the Class I bike path network between Main Street and the Beach Tract. The south end needs to be raised above the flood plain. The section alongside the high school and some other sections within the Cloisters neighborhood need to be dug up and roots eradicated as they are breaking up the pavement surface.

The rigid metal bollards should be removed from the path. Placing inflexible obstructions in the middle of the traveled way creates a safety hazard.

It would be cool to post inclusive welcoming signs such as are used in Bainbridge Washington.

Why It's Important

This bike path network is in constant use by a variety of different users - students, pedestrians, strollers, dog walkers, bicyclists, skateboarders, roller bladers. It has become an integral transportation connection between Morro Bay neighborhoods, the high school and downtown, used for commuting, exercise and socializing. It has become an embedded feature of the City's transportation infrastructure. A smaller amount of money spent to rejuvenate the network now will avoid a larger amount later to make major repairs.



Ideas about how to achieve it

I would support a request to SLOCOG for funding for this important bikeway. We don't have a lot of Class I multi-use trails in the county and I think they would support taking care of this one.

I propose that we name the main path the Bill Boucher Bike Path. Bill was responsible for the first part of the path being built by incorporating it into a water line contract along the right of way between Main Street and the Cloisters. By honoring Bill and giving the path an identity associated with a long-time City employee, people will feel ownership and pride in maintaining the network.

Mr Davis reported that Joan Solu has formed a committee to plan a Morro Bay 50th anniversary celebration in 2014. He has proposed a couple of bike events during the year:

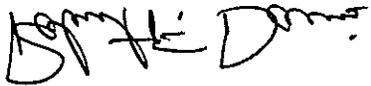
Bike Tour of City parks. RPC develops a brochure with a map and description of each park. Perhaps station docents at a couple of parks with refreshments. Cost to be borne by RPC. Brochures continue to be useful as handouts for tourists and residents.

Bike Tour of City historical points of interest. MB Historical Society develops a brochure with a map and description of various points. Perhaps station docents at a couple of locations with refreshments. Cost to be borne by MBHS. Brochures continue to be useful as handouts for tourists and residents.

Mr Davis reported the following information about the Highway 1 Chip Seal mistake that Caltrans made north of Cambria: Phase 1 – apply heavy rollers, test and measure roughness and bicycle ride quality - complete in May 2013. Phase 2 – explore cost effective preventative mtce strategies for a better bicycle ride quality for SW implementation – complete in Fall 2013. If they find a cost-effective strategy “that improved bicycle ride quality and maintains hwy integrity, CT will develop an implementation plan for Hwy 1. If it’s const work, Fall 2013 would be the earliest; if heavy rolling works, it can happen sooner.

Next meeting will be July 3, 2013.

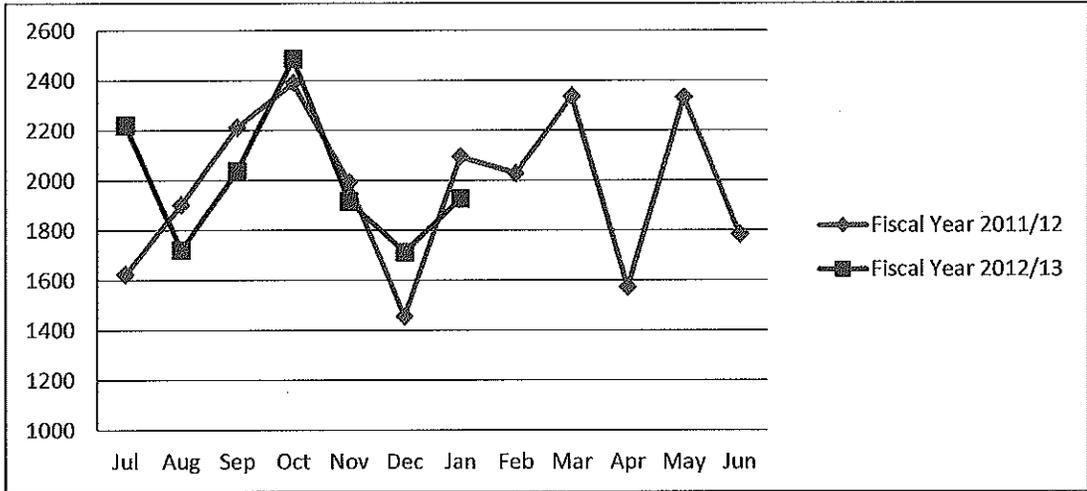
Respectfully submitted,



Robert Fuller Davis
Chair

City of Morro Bay
Recreation and Parks Department
Youth Services
PARTICIPATION REPORT
January 2013

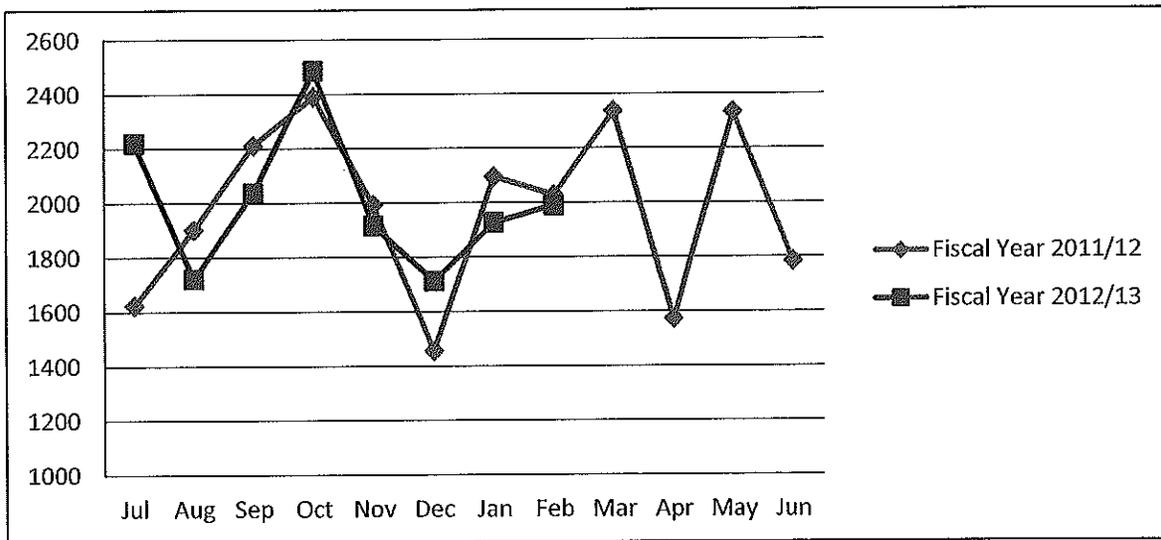
<u>Participations</u>	<u>January</u>	<u>FY 12/13</u> <u>Total to Date</u>
Kids' Camp	0	1652
Kids' Club Before-School	323	1632
Kids' Club Kinder Kids	187	1048
Kids' Club After-School	595	3354
Kids' Club Drop-in	233	1339
Teen Center	590	5001
TOTALS:	1928	14026



<u>Fiscal Year 2011/12</u>	<u>Jan</u>	<u>FY 11/12</u> <u>Total to Date</u>	<u>Fy 11/12</u> <u>Total</u>
Kids' Camp	0	1773	2325
Kids' Club Before-School	361	1993	3659
Kids' Club Kinder Kids	247	1084	2111
Kids' Club After-School	665	3448	6157
Kids' Club Drop-in	229	1058	2102
Teen Center	594	4297	7358
Teen Summer Trips (Movies in SLO)	0	21	21
TOTALS:	2096	13674	23733

City of Morro Bay
 Recreation and Parks Department
 Youth Services
PARTICIPATION REPORT
February 2013

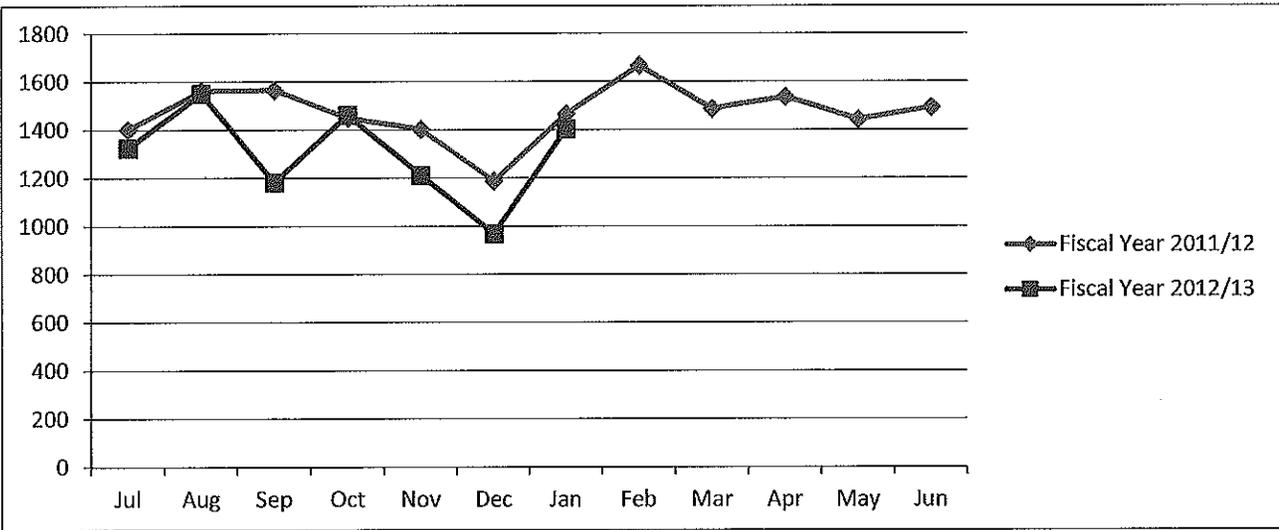
<u>Participations</u>	<u>February</u>	<u>FY 12/13</u> <u>Total to Date</u>
Kids' Camp	0	1652
Kids' Club Before-School	360	1992
Kids' Club Kinder Kids	216	1264
Kids' Club After-School	666	4020
Kids' Club Drop-in	272	1611
Teen Center	476	5477
TOTALS:	1990	16016



<u>Fiscal Year 2011/12</u>	<u>Feb</u>	<u>FY 11/12</u> <u>Total to Date</u>	<u>Fy 11/12</u> <u>Total</u>
Kids' Camp	0	1773	2325
Kids' Club Before-School	399	1993	3659
Kids' Club Kinder Kids	247	1084	2111
Kids' Club After-School	608	3448	6157
Kids' Club Drop-in	225	1058	2102
Teen Center	550	4297	7358
Teen Summer Trips (Movies in SLO)	0	21	21
TOTALS:	2029	13674	23733

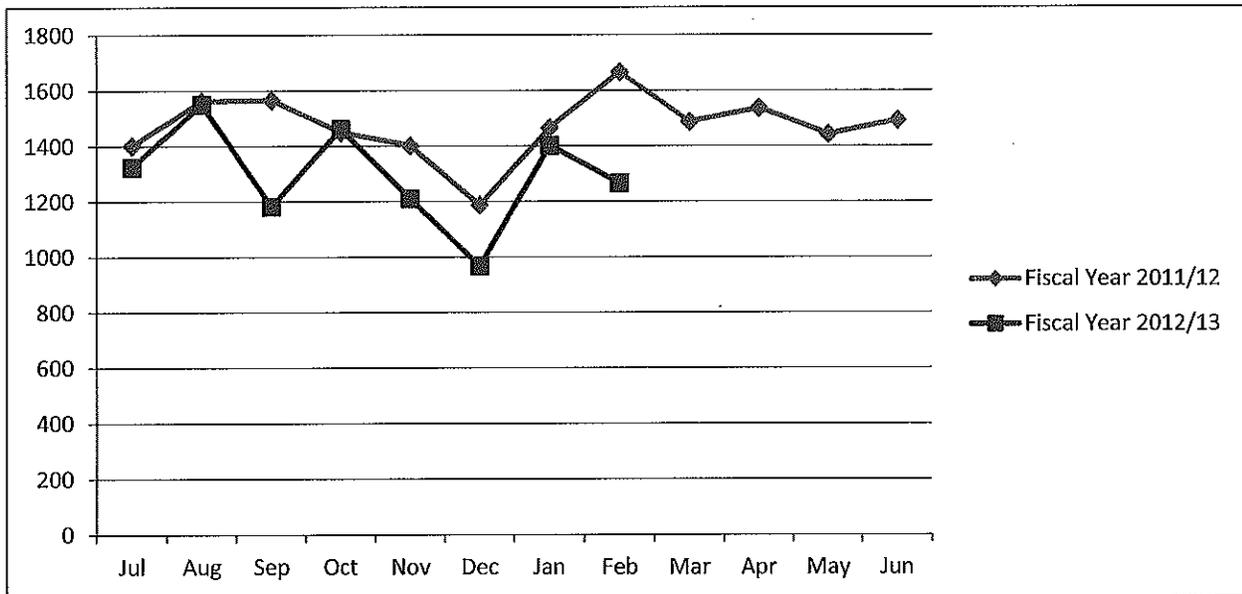
City of Morro Bay
 Recreation and Parks Department
 Recreation Classes & Affiliated Clubs
 PARTICIPATION REPORT
 January 2013

<u>Participations</u>	<u>January</u>	<u>FY 12/13 Total to Date</u>	<u>FY 11/12 Total to Date</u>	<u>FY 11/12 Total</u>
Acrylics/Watercolor Painting	51	385	370	625
Aikido	23	144	116	250
Bellydance Class	10	136	90	241
Country & Western Line Dancing	0	106	119	119
Crochet (Beginning)	4	35	0	32
FIT CLUB/Zumba	601	4213	3917	8171
Flip City Gymnastics	56	266	275	621
Hoops Camp	0	0	54	229
Kidz Love Soccer	0	0	188	350
Life Drawing	33	286	177	477
Music Appreciation	12	47	96	173
Okinawan Karate for Children	56	448	451	968
Okinawan Karate	40	194	116	268
Playday Tennis	100	502	177	380
Quilting & Sewing	41	104	113	356
Quilt Guild	103	357	280	573
Restorative Yoga	70	503	412	805
Singing (Beginning)	0	0	50	50
Tennis Lessons	17	100	177	327
39+ Dance	186	1279	1392	2649
Totals	1403	9105	8570	17664



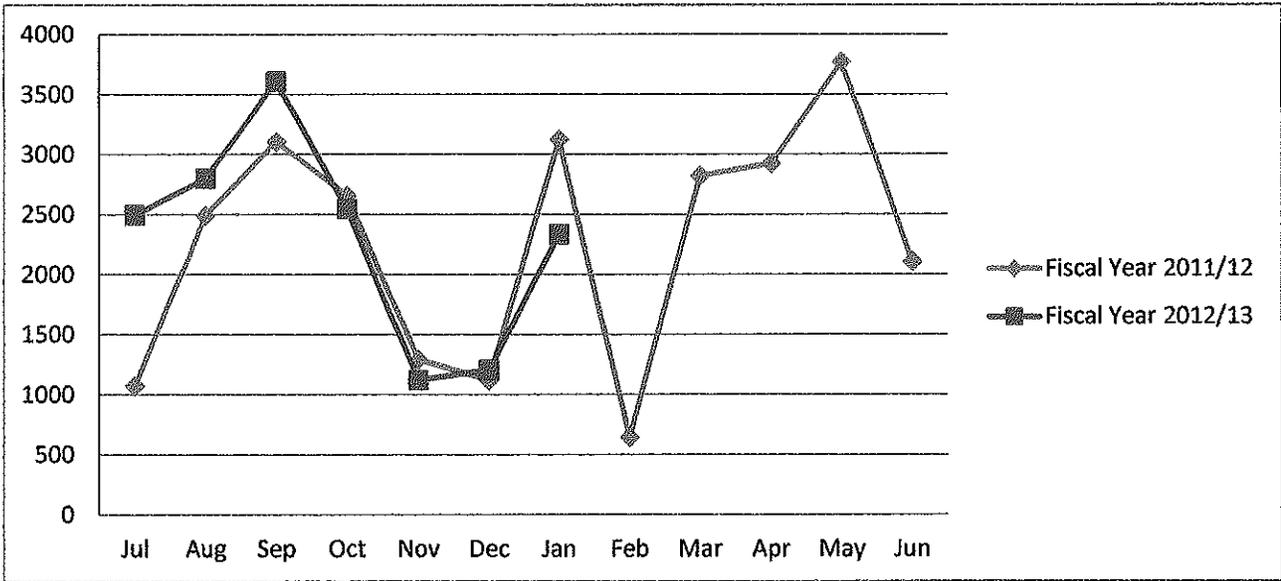
City of Morro Bay
 Recreation and Parks Department
Recreation Classes & Affiliated Clubs
PARTICIPATION REPORT
February 2013

<u>Participations</u>	<u>February</u>	FY 12/13	FY 11/12	FY 11/12
		<u>Total to Date</u>	<u>Total to Date</u>	<u>Total</u>
Acrylics/Watercolor Painting	32	417	370	625
Aikido	14	158	116	250
Bellydance Class	12	148	90	241
Country & Western Line Dancing	0	106	119	119
Crochet (Beginning)	5	40	0	32
FIT CLUB/Zumba	658	4871	3917	8171
Flip City Gymnastics	21	287	275	621
Hoops Camp	0	0	54	229
Kidz Love Soccer	0	0	188	350
Life Drawing	38	324	177	477
Music Appreciation	15	62	96	173
Okinawan Karate for Children	32	480	451	968
Okinawan Karate	28	222	116	268
Playday Tennis	67	569	177	380
Quilting & Sewing	20	124	113	356
Quilt Guild	103	460	280	573
Restorative Yoga	44	547	412	805
Singing (Beginning)	0	0	50	50
Tennis Lessons	4	104	177	327
39+ Dance	174	1453	1392	2649
Totals	1267	10372	8570	17664



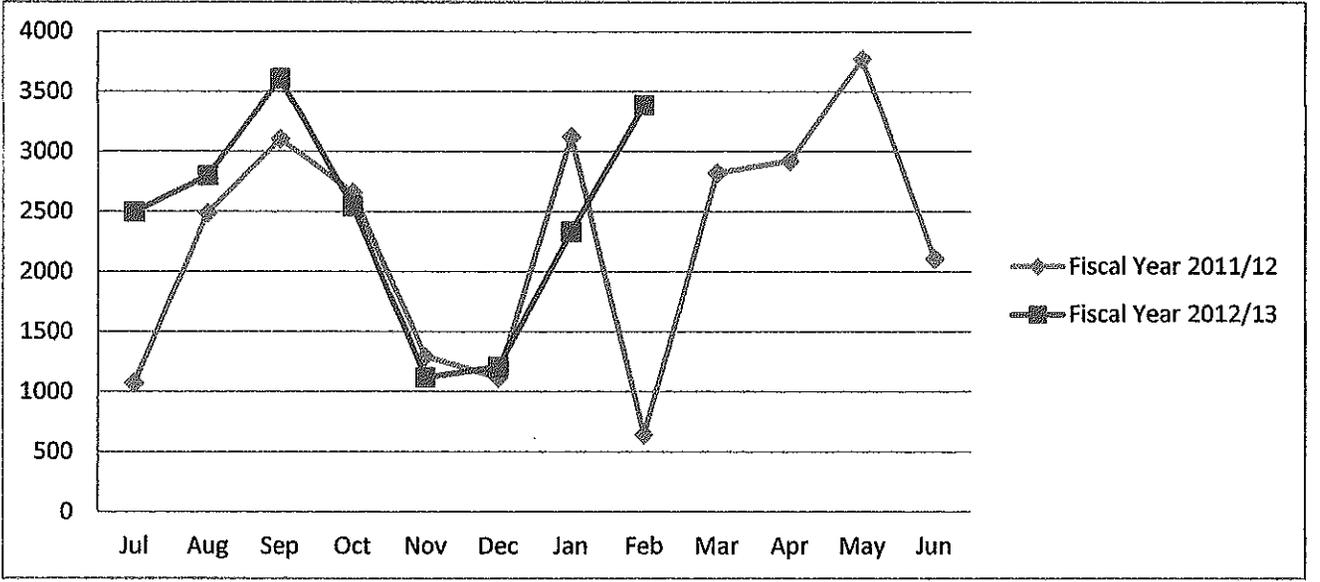
City of Morro Bay
 Recreation and Parks Department
 Youth & Adult Sports Division
PARTICIPATION REPORT
January 2013

<u>Participations</u>	<u>FY 12/13</u>		<u>FY 11/12</u>	<u>FY 11/12</u>
	<u>January</u>	<u>Total to Date</u>	<u>Total to Date</u>	<u>Total</u>
Adult CO-ED Soccer (Winter)	48	48	84	432
Adult Softball EOS (Spring/Fall)	0	510	450	720
Adult Softball League (Spring/Fall)	0	3450	3200	7280
Beach Camp	0	225	169	301
Futsal (Spring)	0	0	0	1233
Junior Lifeguard (Summer)	0	2013	1450	1955
Youth Basketball (Winter)	2288	3388	4242	4465
Youth Basketball EOS (Winter)	0	0	0	602
Youth Soccer (Fall)	0	5799	4661	4661
Youth Soccer EOS (Fall)	0	688	618	618
Youth Softball (Spring)	0	0	0	3784
Youth Softball EOS (Spring)	0	0	0	616
Youth T-ball/Coach Pitch (Spring)	0	0	0	484
	2336	16121	14874	27151



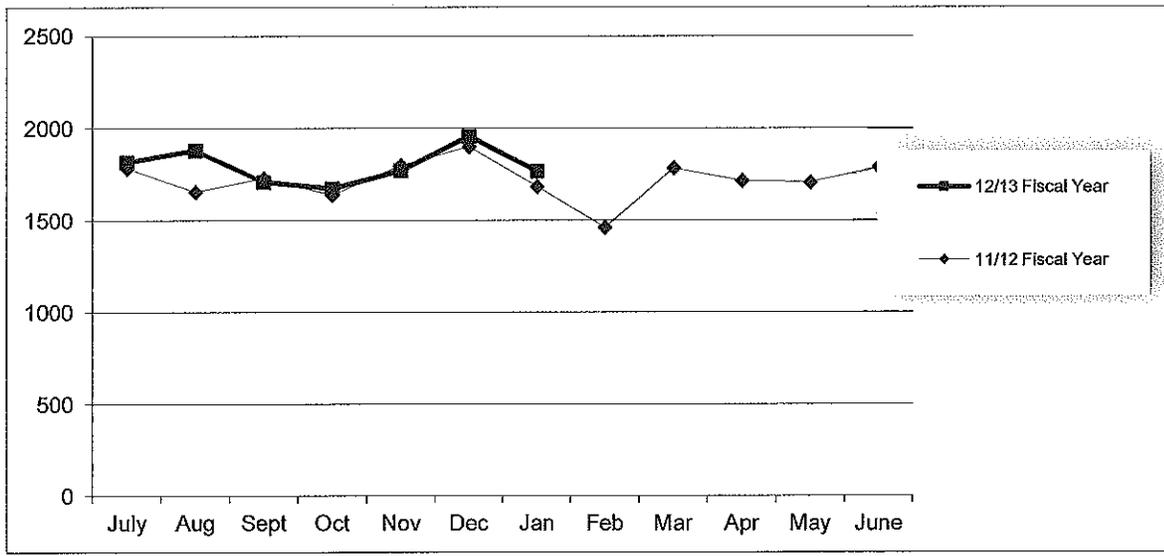
City of Morro Bay
 Recreation and Parks Department
 Youth & Adult Sports Division
PARTICIPATION REPORT
February 2013

<u>Participations</u>	<u>February</u>	<u>FY 12/13 Total to Date</u>	<u>FY 11/12 Total to Date</u>	<u>FY 11/12 Total</u>
Adult CO-ED Soccer (Winter)	96	144	210	432
Adult Softball EOS (Spring/Fall)	0	510	450	720
Adult Softball League (Spring/Fall)	0	3450	3200	7280
Beach Camp	0	225	169	301
Futsal (Spring)	0	0	0	1233
Junior Lifeguard (Summer)	0	2013	1450	1955
Youth Basketball (Winter)	2704	6092	6816	7039
Youth Basketball EOS (Winter)	0	0	0	602
Youth Soccer (Fall)	0	5799	4661	4661
Youth Soccer EOS (Fall)	0	688	618	618
Youth Softball (Spring)	590	590	520	3784
Youth Softball EOS (Spring)	0	0	0	616
Youth T-ball/Coach Pitch (Spring)	0	0	0	484
	3390	19367	18094	29725



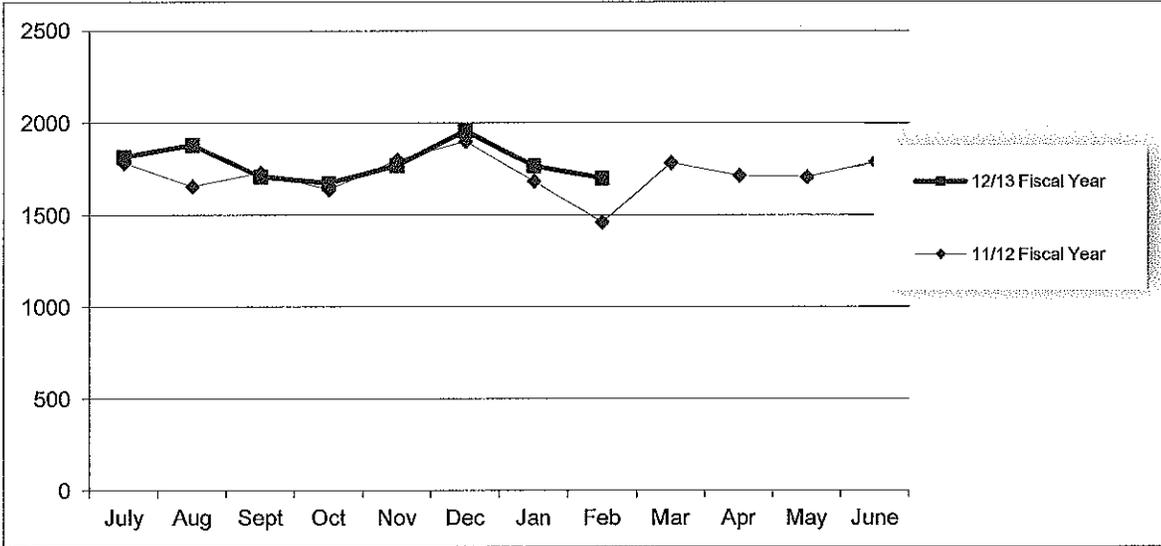
City of Morro Bay
 Recreation and Parks Department
Facilities and Parks
 PARTICIPATION REPORT
 JANURARY 2013

<u>Facilities</u>	<u>Monthly Hours</u>	<u>Hours to Date FY 12/13</u>	<u>Hrs to date FY 11/12</u>	<u>Total Hours Previous FY</u>
MBCC	1301	8,703	8275	13,988
VMB	281	1,939	1923	2,937
Lib. Prog. Rm.	0	0	0	1,018
Facilities Subtotal	1582	10,642	10198	17,943
Parks				
Lila Keiser	160	1,258	1168	1,811
Monte Young	0	187	249	413
Del Mar	5	256	279	354
City Park	0	100	91	128
Centennial Parkway	20	128	205	245
Parks Subtotal	185	1,929	1992	2,951
Grand Total	1767	12,571	12,190	20,894



City of Morro Bay
 Recreation and Parks Department
Facilities and Parks
 PARTICIPATION REPORT
 FEBRUARY 2013

<u>Facilities</u>	<u>Monthly Hours</u>	<u>Hours to Date FY 12/13</u>	<u>Hrs to date FY 11/12</u>	<u>Total Hours Previous FY</u>
MBCC	1184	9,887	9375	13,988
VMB	264	2,203	2173	2,937
Lib. Prog. Rm.	0	0	0	1,018
Facilities Subtotal	1448	12,090	11548	17,943
Parks				
Lila Keiser	220	1,478	1241	1,811
Monte Young	0	187	281	413
Del Mar	12	268	283	354
City Park	0	100	91	128
Centennial Parkway	20	148	207	245
Parks Subtotal	252	2,181	2103	2,951
Grand Total	1700	14,271	13,651	20,894





AGENDA NO: A-4

Meeting Date: March 21, 2013

THIS STAFF REPORT

“DEPARTMENT PROGRAM/PROJECT STATUS REPORT”

WILL BE AVAILABLE

AT THE MEETING

**Thursday, March 21, 2013
@ 5:30 pm**



AGENDA NO: B-1

MEETING DATE: 3/21/2013

Staff Report

TO: Recreation and Parks Commission **DATE:** 3/21/2013

FROM: Joseph M. Woods, Recreation and Parks Director

SUBJECT: Consideration of Co-Sponsorship of the 2013 Fourth of July Celebration

RECOMMENDATION:

Staff recommends the Recreation and Parks Commission review and discusses the possibility of co-sponsoring the Morro Bay 4th, Inc. for their annual Fourth of July Celebration event and provides recommendations for City Council.

FISCAL IMPACT:

The financial impact to the City would be the cost of a public area use permit and associated use fees. The rate for non-profit groups as stated in the City's Master Fee Schedule is \$48/permit and \$99/day for entire park usage at Tidelands Park. Additional use fees would apply to the parking lot at Morro Rock as well. City support in the way of personnel would be estimated in the permit conditions and accurately invoiced post event. Last year's City support costs for this event were invoiced at \$3,916.55. Please see the attached invoice for details.

DISCUSSION:

The Morro Bay 4th Inc. sponsors an annual event to celebrate the Fourth of July for the City of Morro Bay. The Fourth of July event has increased in popularity over the two years with the addition of a bike parade and skateboarding event. In co-sponsoring Fourth of July event, the Morro Bay 4th Inc. would realize an increased ability to reallocate resources to enhance their program and marketing efforts. The funds generated would be directed to program enhancement to better serve the community. In co-sponsoring, the City will have shown action towards a stated goal as well as increase the opportunities for sales tax enhancement through the possible increased numbers of attendees.

Attachments: Morro Bay 4th, Inc. application and Post Event invoice dated July 30, 2012

- A. Council Report 8/10/2009
- B. RPC Report 9/3/2009
- C. RPC Report 10/1/2009
- D. Council Report 10/12/2009
- E. Council Minutes 10/12/2009

Prepared By: *jmw*

Dept Review: *jmw*



**City of Morro Bay
Recreation and Parks**
1001 Kennedy Way • Morro Bay, CA 93442
(805) 772-6278 • FAX: (805) 772-2693

PERMIT #:

**PUBLIC AREA USE PERMIT
APPLICATION**

Group or Company Name: (Applicant's Name) Morro Bay 4th, Inc.
 Resident Non-Resident Profit Non-Profit IRS # 37-1509135
 Contact Person: DANIEL POVESTO
 Mailing Address: PO BOX 43
 City: MORRO BAY State: CA Zip: 93443
 Telephone: Home: _____ Work: 805.776.3301 Fax: _____
 Cell: 805.704.5466 EMAIL: MorroBayFourth@gmail.com

FACILITY REQUESTED (no electricity available)

<input type="checkbox"/> Del Mar Park	<input type="checkbox"/> Lila Keiser Park	<input type="checkbox"/> Coleman	<input type="checkbox"/> Centennial Parkway	<input type="checkbox"/> Monte Young Park *
<input type="checkbox"/> Hillside Area	<input type="checkbox"/> BBQ Area	<input type="checkbox"/> City Park	<input type="checkbox"/> Giant Chessboard	<input type="checkbox"/> Court 1 OR <input type="checkbox"/> Court 2
<input type="checkbox"/> Meadow Area *	<input type="checkbox"/> East Field	<input type="checkbox"/> Anchor Memorial *	<input type="checkbox"/> Bayshore Bluffs	<input type="checkbox"/> Open Public Space (please specify):
<input type="checkbox"/> Hockey Rink *	<input type="checkbox"/> West Field	<input checked="" type="checkbox"/> Tidelands	<input type="checkbox"/> Morro Rock	
<input type="checkbox"/> Court 1 OR <input type="checkbox"/> Court 2		<input type="checkbox"/> Cloisters	<input checked="" type="checkbox"/> Morro Rock Parking Lot	

EQUIPMENT REQUESTED:

Volleyball Set Bocce Ball
 Horseshoes Barricades
 Softball Set
 Other: _____

EVENT DATE AND TIME REQUESTED:

Day and Date: THURSDAY, JULY 4TH, 2013
 Set-up Time: From: 6 AM To: 1 PM
 Event Time: From: 1 PM To: 9 PM
 Clean-up Time: From: 9 PM To: MIDNIGHT
 TOTAL HOURS: 10 HRS

EVENT INFORMATION:

Name of Event: 4TH OF JULY
 Purpose: FAMILY FRIENDLY, ALCOHOL FREE PICNIC & FIREWORKS INDEPENDENCE DAY CELEBRATION
 Estimated Attendance: 4000+ Adults: 3000+ Youth: 1000+ % of Morro Bay Residents: 50
 Will a fee be charged? NO YES: please explain: _____
 Do you plan to have amplified music/sound (ie: live music, DJ, PA System, etc.)? NO YES: Explain LIVE BANDS, STAGE, ETC.
 Will alcohol be consumed? NO YES Will alcohol be sold? NO YES (An ABC License will be required)
 Will a bounce house be provided at this event? YES: Name of company: _____
 Will any other attraction be provided at this event? NO YES: Explain: _____

If you want your event to be listed on the community calendar and/or website, and to learn about other potential promotional opportunities, please contact the Morro Bay Chamber of Commerce at (805) 772-4467.

SITE INFORMATION:

NO YES Electricity required?
 NO YES City streets and/or parking areas must be closed for this event?
 NO YES Temporary structures are to be built for this event.
 NO YES Tents or canopies will be used for event cooking?
 NO YES Open flames, refueling of vehicles or other fire hazards exist for this event.

- ◆ General Liability Insurance with a Policy Endorsement naming the City as Additional Insured will be required for all events.
- ◆ This application must be accompanied by a Permit Processing Fee and Security Deposit check.
- ◆ Applicants providing bounce houses must provide their own generators. Bounce houses may not be operated from the power sources at the park.
- ◆ If closures of City streets and/or parking areas are requested the permit must be submitted at least 30 working days in advance. Closures of City streets and/or parking areas will require additional conditions of approval and/or fees.
- ◆ Public places are Smoke Free Zones, therefore smoking is prohibited within the permitted area(s).

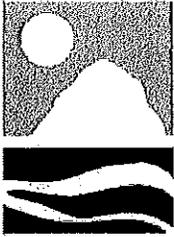
AGREEMENT FOR USE OF CITY PROPERTY:

"The undersigned, herein known as the applicant, understands and agrees that he/she and/or the organization that he/she represents shall assume all risks for loss, damage, liability, injury, cost or expense that may occur during or as a result of use listed above; the applicant further agrees that in consideration of permission to use City property above, he/she and/or the organization will defend, indemnify, and hold harmless the City of Morro Bay and the City's officials, employees and agents from and against all claims, liability, damages, and/or injuries to persons and property (including demands, losses, actions, causes of actions, damages, liabilities, expenses, charges, assessments, fines or penalties of any kind, and costs including attorney fees and litigation expenses) from any cause arising out of or relating (directly or indirectly) to this Permit for use of City property. The applicant further agrees to be personally responsible for any damage sustained to the grounds, building, fixtures or equipment, as a result of their use of City property. The applicant further certifies that he has read (or had interpreted), understands and agrees to abide by any and all attached reservation policies of the City of Morro Bay Recreation and Parks Department."

Applicant's Signature

2-1-2013
Date

(RULES AND REGULATIONS ON BACK)



City of Morro Bay

Morro Bay, CA 93442
(805) 772-6200

REQUEST CONSIDERATION FOR CITY CO-SPONSORSHIP
PLEASE COMPLETE THIS FORM AND SUBMIT WITH YOUR APPLICATION
(To be attached to Permit Application – Retain in City files)

Requesting Organization: Morro Bay 4th, Inc.

Address: PO Box 43, Morro Bay, CA 93443

Contact Person: Daniel Podesto Daytime Phone: 805.704.5466
(Authorized to sign all documents)

Email: morrobayfourth@gmail.com Organization Website: www.morrobay4th.org

Non-Profit Resident Non-Resident Profit

If Non-Profit, please provide Tax Exempt #: 37-1589135

Event Dates: Thursday, July 4th, 2013 Location: Tidelands Park

Time: (Include setup and take down) 6am to midnight

Is event scheduled between Nov. 1st and April 30th? No Offered more than one day? No

Total attendance per day: (include participants, spectators, guests, exhibitors, performers, entertainers, volunteers and employees)

Day 1: 4000+ Day 2: Day 3: Day 4: Day 5:

Detailed description of event: Family friendly, alcohol free picnic and fireworks
to celebrate America's Independence Day

Who is the target audience for the event? Families, Morro Bay residents and visitors

Will the event be advertised for participants outside of San Luis Obispo County? Yes

Will the event be advertised for participants from outside the State of California? Yes

How will your event be advertised? Print, radio and TV in collaboration with TBID

Is this event an Annual Event? Yes How many previous? 236

Why is your group requesting City co-sponsorship? This is a community event that attracts residents and visitors alike. The event draws in revenue to the businesses of Morro Bay and to the City of Morro Bay via tax revenue.

What are your group's expectations of a City co-sponsorship? The City of Morro Bay would waive all City Services fees and allow the 4th of July festivities to be covered under the City's liability insurance policy.

How does the City benefit from co-sponsorship of your event? The 4th of July event draws thousands of SLO County and out-of-town residents to Morro Bay for a long 4-day weekend to spend money at local hotels, restaurants and retailers.

Describe the type of Vendors / Exhibitors / Concessionaires: Food vendors and Independence Day paraphernalia

Do you have a Recycling Program? Yes Please describe: Collaborate with the Morro Bay Guerilla Gardeners to make the 4th of July a zero waste event.

Describe any food service to be provided at event: Food vendors will be present

Caterer

Alcoholic Beverages Served

Alcoholic Beverages Sold

List entertainment activities:

On site: Multiple bands, kids activities and fireworks

Off site: Bike parade and skateboard contest

***** CITY REVIEW *****

1. Department Head Review: _____
2. RPC Review: _____
3. Department Head Approval: _____
4. City Council Approval (if required): _____



CITY OF MORRO BAY

1001 Kennedy Way
Morro Bay, CA 93442
(805) 772-6278
fax: (805) 772-2693

INVOICE NUMBER 1
DATE 7/30/2012
DATE DUE Upon Receipt

BILL TO:
Morro Bay 4th, Inc.
Daniel Podesto
P.O. Box 43
Morro Bay CA 93443

DATE	SERVICE DESCRIPTION	AMOUNT DUE
July-12	Harbor - Patrol Vessel 2 Officers/ 2-1/2 Hours @ \$65/Hour	\$325.00
July-12	Harbor - Patrol Vessel 2 Officers/ 4-1/2 Hours @ \$65/Hour	\$585.00
July-12	Police - Bicycle Officer - 12 Hours @ \$49.30	\$591.60
July-12	Police - Bicycle Officer - 12 Hours @ \$51.71	\$620.52
July-12	Police - Bicycle Officer - 12 Hours @ \$53.83	\$645.96
July-12	Police - Bicycle Officer - 12 Hours @ \$42.72	\$512.64
July-12	Police - Dispatcher - 6 Hours @ \$33.86	\$203.16
July-12	Fire - RR Firefighters (3) 10-1/2 Hours @ \$8.50	\$89.25
July-12	Fire - RR Firefighters (2) 7 Hours @ \$9.00	\$63.00
July-12	Fire - Full Time Firefighter - 3-1/2 Hours @ \$34.44	\$120.54
July-12	Fire Marshall Inspection - 6 @ \$21.00	\$126.00
July-12	R & P Director - 1/2 Hour @ \$67.76	\$33.88
		\$3,916.55
		TOTAL DUE

MAKE CHECKS PAYABLE TO:
City of Morro Bay



Attachment A

AGENDA NO:

MEETING DATE: 8/10/2009

Staff Report

TO: Honorable Mayor and City Council **DATE:** August 10, 2009
FROM: Joseph M. Woods, Recreation and Parks Director
SUBJECT: Consideration of the City's Co-sponsorship of Events

RECOMMENDATION:

Staff recommends the City Council consider one of the three options in regard to the future co-sponsorship of events as well as the continuation of the existing co-sponsorship agreements.

Option 1 - MOTION: I move that the City Council send this issue to the Recreation and Parks Commission for review and a recommendation returning it to the City Council by September.

Option 2 - MOTION: I move that the City Council approve the City's co-sponsorship of events with the following conditions (include conditions).

Option 3 - MOTION: I move that the City Council no longer support the City's co-sponsorship of events.

FISCAL IMPACT:

There is a fiscal impact to the City with the co-sponsorship of events as the rental fees received are reduced down to direct costs for services. In turn, the City does receive some marketing benefits from the events as well as indirect revenues via sales tax and possibly transient occupancy tax.

SUMMARY:

In the mid-1990's the City Administrator approved the co-sponsorship of three events held in City Facilities. Those events included the Morro Bay Winter Bird Festival, the Morro Bay Jazz Festival and the Teach Foundation Telethon Fundraiser. The co-sponsorship "conditions" varied from event to event. At one time, the City had the ability to extend their liability coverage to other non-City events which was a significant contribution to new and sometimes fledgling events. It is important to note this practice was changed in mid-2000 with the City no longer able to extend their liability coverage to other events. The initial thought with co-sponsorship was to help start annual events and attract visitors to Morro Bay during the slower months of the year. There has been success with the Morro Bay

Winter Bird Festival as the event attracts visitors from out of the area, during the winter months, and for multiple night stays.

Currently, the Winter Bird Festival and the Teach Foundation Telethon Fundraiser are the only two events that continue to be co-sponsored by the City. The City also co-sponsored the Morro Bay Jazz Festival for one or two years, but the event did not continue. In recent months the City has received two additional requests for co-sponsorship of events including the Dahlia Daze event, which was not approved by the City Council and the Morro Bay Photo Expo (request attached). It is important to note these co-sponsorship arrangements pertain to outside agencies holding events in City of Morro Bay facilities versus an event such as the Rock to Pier Run which is a City event run by City staff.

In consideration of the May 2008 Management Partners Report, the February 2009 Goal Setting Workshop and based on the current economic conditions, City staff felt it important to bring forward the existing co-sponsorships for discussion. Staff is asking City Council to make a determination on the continuation and the possibility of co-sponsoring additional events, which will include a subsidy (direct revenue lost) from the City.

DISCUSSION:

When co-sponsorship agreements initially began, the City provided:

1. Liability coverage for the events
2. Decreased facility rental fee – charging only direct room rental rates
3. Staffing for set-up, tear-down

The City in turn received:

1. Listing as a co-sponsor for the event on all promotional items, press releases, posters, radio and TV spots, etc.
2. Advertising banners at the events

Over the years, the co-sponsorship benefits diminished with the groups now required to provide their own liability insurance, rental fees charged include the direct cost of all the facilities used and full costs for any staffing assigned to the event including set-up and tear down. As a point of discussion, with the following events, if the City were to continue with the current practice in the co-sponsorship, the cost difference for the event would be as follows:

Morro Bay Photo Expo-2009

Normal costs for the event (non-profit rate):	\$1,359.00
Costs for the event with co-sponsorship:	\$ 513.50
Difference	\$ 845.50

Morro Bay Winter Bird Festival-2009

Normal costs for the event (non-profit rate):	\$3,530.00
Costs for the event with co-sponsorship:	\$1,025.25
Difference	\$2,504.75

Morro Bay Dahlia Daze-2009

Normal costs for the event (non-profit rate):	\$228.00
Costs for the event with co-sponsorship:	\$100.50
Difference	\$127.50

In their consideration, the City Council may want to consider co-sponsorship of newly established events/first time events that are multi-day and likely to encourage an overnight stay in Morro Bay and thus positively affecting the transient occupancy tax and sales tax revenues.

CONCLUSION

The City of Morro Bay has had some long term co-sponsorship arrangements that at this point would benefit from being reviewed and an overriding policy established by the City Council. This will enable City staff to equally and consistently relay the policy to requesting user groups.



Attachment B

AGENDA NO:

MEETING DATE: 09/03/2009

Staff Report

TO: Recreation and Parks Commission **DATE:** 09/03/2009
FROM: Joe Woods, Recreation and Parks Director
SUBJECT: Discussion and Recommendation of the City Co-Sponsorship Program for Special Events.

RECOMMENDATION:

Staff recommends the Recreation and Parks Commission discuss and recommend to City Council policies or procedures for future co-sponsorship of events as well as the continuation of the existing co-sponsorship agreements.

FISCAL IMPACT:

The financial impact would vary with each co-sponsorship agreement. Some events require less city services therefore the impact is less. Some events require more time, or days, which increases the invoiced amount based on quantity of usage. Factors such as time, space, and available resources have direct and indirect financial impacts on the general fund. The most direct impact would be reducing the invoiced amount based on direct fees and not nonprofit rates. All current agreements use direct cost rates.

SUMMARY:

The City's co-sponsorship currently includes two special events: the Morro Bay Winter Bird Festival and the Teach Foundation Telethon Fundraiser. Both events were approved by the City Administrator and are well beyond 10 years in existence. The City Council is requesting the RPC review the current policy and recommend any improvements such as guidelines for qualifications, application review procedures, and event logistics. Through discussion the RPC may find other elements worthy of inclusion in a co-sponsorship program.

BACKGROUND:

Approval of co-sponsoring a special event has been and still is the authority of the City Manager. Staff is aware of three specific events that have been included in co-sponsorship:

The Morro Bay Winter Bird Festival, the Morro Bay Jazz Festival, and the Teach Foundation Telethon Fundraiser. Each special event had an agreement with the City and conditions varied.

From time to time staff has been requested by outside organizations to waive fees for special events they intend to host. Staff has routinely directed those requesting organizations to City Council, who have the sole authority to waive fees. At their regular meeting of August 10, 2009 Council reviewed the current co-sponsored special events and a new request from the Morro Bay Photo Expo. The staff report and minutes of that meeting are attached for your review.

DISCUSSION:

A co-sponsorship program could be beneficial to the City of Morro Bay, local residents and businesses, and visitors, if the conditions of the program created opportunity for parties to meet their expectations of the special event. Having special events co-sponsored by the City allows groups to allocate more of the generated funds back into the special event budget for future events.

The City of Morro Bay could realize a benefit by direct payments and through indirect revenue streams. Direct payments would come from invoiced fees based on the master fee schedule. Those indirect revenue accounts could be the Transient Occupancy Tax and or Sales Tax. When special events occur in the city of Morro Bay certain economical factors could be used to calculate the estimated revenues generated in relationship to the planned special event. When special events occur over multiple days, requiring lodging and meals for participants, the indirect revenue streams benefit proportionally.

When organizations are not co-sponsored, they are required to submit a Facility Use Application. The rental of City facilities is regulated by Department policy and the City's Master Fee Schedule, both of which were recently reviewed by the Commission.

If the co-sponsorship of events is of interest, then guidelines and procedures must be established. The information regarding a specific special event would be captured in the facility use application, but may require more specific questions and the creation of a co-sponsorship request form may be most efficient. The request form could have a series of questions which funnel potential co-sponsored events through the eligibility criteria into either an agreement or a denial.



Attachment C

AGENDA NO: C-1

MEETING DATE: 10/1/2009

Staff Report

TO: Recreation and Parks Commission **DATE:** 10/1/2009
FROM: Joe Woods, Recreation and Parks Director
SUBJECT: Continued Discussion and Recommendation of the City Co-Sponsorship Program for Special Events.

RECOMMENDATION:

The RPC discuss and forward to City Council recommended policies and/or procedures for future co- sponsorship of events as well as the continuation of the existing co-sponsorship agreements.

FISCAL IMPACT:

The financial impact would vary depending on the availability of a co-sponsorship program and the conditions stated within each agreement. Specific details on the financial impact, related to current co-sponsored events, are stated in the attached August 10, 2009 Staff Report addressed to City Council, titled "Consideration of the City's Co-Sponsorship of Events".

SUMMARY:

The City's co-sponsorship currently includes two special events: the Morro Bay Winter Bird Festival and the Teach Foundation Telethon Fundraiser. Both events were approved by the City Administrator. The City Council is requesting the RPC review the current policy and recommend any improvements such as guidelines for qualifications, application review procedures, and event logistics. Through discussion the RPC may find other elements worthy of inclusion in a co-sponsorship program.

Prepared By: _____	Dept Review: _____
City Manager Review: _____	
City Attorney Review: _____	

BACKGROUND:

From time to time Staff has been requested by outside organizations to waive fees for special events they intend to host. Staff has routinely directed those requesting organizations to City Council, who have the sole authority to waive fees. At their regular meeting of August 10, 2009 Council reviewed the current co-sponsored special events and a new request from the Morro Bay Photo Expo. The staff report and minutes of that meeting are attached for your review. Council has directed Staff to present the co-sponsorship program to the RPC for review, with the expectations of returning to Council with recommendations on proceeding with co-sponsoring special events.

On September 3, 2009, the RPC reviewed and discussed the current co-sponsorship program as directed by City Council. During the discussion, there was consensus among the commission that all were in favor of continuing a co-sponsorship program to some degree. The minutes of the September 3, 2009 RPC meeting are in tonight's packet for review and approval.

Commissioner Mahan made a motion which outlined three criteria to be included in the review process. The criteria to be included would be:

- (1) Is the event off-season? November 1 through April 30;
- (2) Is the event multi-day, or one day with financial return to the City?
- (3) Is the requesting party a nonprofit organization?

These recommendations are included in the attached draft version of a possible co-sponsorship request form.

DISCUSSION:

Co-sponsorship of events is of interest to the RPC, and guidelines and procedures must be established to ensure consistent application of the policy. The information regarding a specific special event would be captured in the facility use application, but may require more specific questions and the creation of a co-sponsorship request form may be most efficient. Staff has included a draft request form which includes the three desired criteria from the RPC, as well as additional questions/criteria for discussion.



Attachment D

AGENDA NO: C-1

MEETING DATE: 10/12/2009

Staff Report

TO: Honorable Mayor and City Council **DATE:** October 12, 2009
FROM: Joseph M. Woods, Recreation and Parks Director
SUBJECT: Continued Consideration of the City's Co-sponsorship of Events

RECOMMENDATION:

Staff recommends the City Council consider one of the three options in regard to the future co-sponsorship of events as well as the continuation of the existing co-sponsorship agreements.

Option 1 - MOTION: I move that the City Council continue with the existing co-sponsorship program without amendments.

Option 2 - MOTION: I move that the City Council approve the City's co-sponsorship of events with the following conditions (include conditions).

Option 3 - MOTION: I move that the City Council no longer support the City's co-sponsorship of events.

FISCAL IMPACT:

The financial impact would vary depending on the availability of a co-sponsorship program and the conditions stated within each agreement. Specific details on the financial impact, related to current co-sponsored events, are stated in the attached August 10, 2009 Staff Report addressed to City Council. The City does receive some marketing benefits from the events as well as indirect revenues via sales tax and possibly transient occupancy tax.

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

SUMMARY:

The City's co-sponsorship currently includes two special events: the Morro Bay Winter Bird Festival and the Teach Foundation Telethon Fundraiser. Both events were approved by the City Administrator and are well beyond 10 years in existence. The City Council has requested the Recreation and Parks Commission (RPC) to review the current policy and recommend any improvements such as guidelines for qualifications, application review procedures, and event logistics. Through discussion, the RPC has agreed on the desire to continue with a co-sponsorship program, and the need to qualify requesting agencies based on various criteria. Information received from the requesting agency's application for co-sponsorship should be reviewed and approved by the RPC and Recreation and Parks Director.

BACKGROUND/ DISCUSSION:

After reviewing the staff report on August 10, 2009, Council directed staff to review the co-sponsorship program with the RPC, and return with recommendations. The RPC met on September 3, 2009, as well as October 1, 2009 to review and discuss the current co-sponsorship program. Minutes from the September 3, 2009 meeting are attached for your review.

The RPC agreed on the desire to continue with a co-sponsorship program and have formulated the attached application for Council's review and consideration. Staff feels that groups requesting co-sponsorship must meet the minimum of criteria consisting of the following:

- (1) Event is off-season, meaning between November 1 through April 30;
- (2) Event is multi-day, or one day with financial return to the City.
- (3) Requesting party is a nonprofit organization.

Furthermore, staff feels co-sponsored events should be reviewed on an annual basis along with their re-submittal of a Facility Use Application. Additionally, current co-sponsored events would need to reapply under any new policies or procedures which may be adopted.

CONCLUSION

The City of Morro Bay has had some long term co-sponsorship arrangements that at this point would benefit from being reviewed and an overriding policy established by the City Council. This will enable City staff to equally and consistently relay the policy to requesting user groups.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – OCTOBER 12, 2009

and are well beyond 10 years in existence. The City Council has requested the Recreation and Parks Commission (RPC) review the current policy and recommend any improvements such as guidelines for qualifications, application review procedures, and event logistics. Through discussion, the RPC has agreed on the desire to continue with a co-sponsorship program, and the need to qualify requesting agencies based on various criteria. Information received from the requesting agency's application for co-sponsorship should be reviewed and approved by the RPC and Recreation and Parks Director. Staff feels that groups requesting co-sponsorship must meet the minimum of criteria consisting of the following: 1) event is off-season (November 1st through April 30th); 2) event is multi-day or one day with financial return to the City; and, 3) requesting party is a nonprofit organization. Furthermore, staff feels co-sponsored events should be reviewed on an annual basis along with their re-submittal of a Facility Use Application. Additionally, current co-sponsored events would need to reapply under any new policies or procedures which may be adopted. Mr. Woods recommended the City Council consider one of the three options: 1) continue with the existing co-sponsorship program without amendments; 2) approve the City's co-sponsorship of events with conditions; or 3) no longer support the City's co-sponsorship of events.

Councilmember Smukler stated he supports option 2 that would include a recycling plan on the questionnaire; Councilmember Borchard and Councilmember Winholtz agreed.

Staff clarified there is a policy that would allow events to apply for co-sponsorship on a regular basis with an evaluation each year.

Councilmember Winholtz requested the Recreation and Parks Commission define what the financial return to the City is from the various events.

MOTION: Councilmember Borchard moved the City Council continue the co-sponsorship of events, with the following conditions: 1) event is off-season (November 1st through April 30th); 2) event is multi-day, or one day with financial return to the City; and, 3) requesting party is a non-profit organization. The motion was seconded by Councilmember Smukler.

Councilmember Winholtz requested a friendly amendment to the motion to direct the Recreation & Parks Department to explore criteria further with more delineation.

Councilmember Borchard accepted the amendment to her motion; Councilmember Smukler accepted the amendment to his second.

VOTE: The motion carried with Mayor Peters abstaining. (3-0-1)

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REGULAR MEETING – OCTOBER 12, 2009

~~Mr. Schultz answered the questions raised in public comment.~~

MOTION: Councilmember Winholtz moved the City Council authorize staff to seek bids to sell the real property located at the Northeast Corner of Market Avenue and Pacific Street and at 781 Market Street. The motion was seconded by Councilmember Borchard and carried unanimously. (4-0)

B-2 RESOLUTION TO APPROVE A BUSINESS LICENSE APPLICATION FOR AN ARCADE IN CONFORMANCE WITH MORRO BAY MUNICIPAL CODE 5.04.330 AT 725 EMBARCADERO ROAD; (ADMINISTRATION)

City Manager Andrea Lueker stated the City received a business license request to establish a “family fun zone” video arcade at 725 Embarcadero. Pursuant to the Municipal Code, approval of the business license application for this type of business is required by the City Council in a public hearing setting. Ms. Lueker recommended the City Council adopt Resolution No. 53-09 approving a business license application for an arcade located at 725 Embarcadero Road.

Mayor Peters opened the hearing for public comment; there were no comments, and Mayor Peters closed the public comment hearing.

Councilmember Borchard expressed concern with another business in the visitor serving area that will not be providing sales tax.

Councilmember Winholtz stated she will vote in support of this application with the condition of reviewing it in one year.

Mayor Peters stated she is supportive because it will give kids something to do.

MOTION: Councilmember Smukler moved the City Council adopt Resolution No. 53-09 approving a business license application for an arcade located at 725 Embarcadero Road with conditions 1-5 as listed. The motion was seconded by Mayor Peters and carried unanimously. (4-0)

C. UNFINISHED BUSINESS

C-1 CONTINUED CONSIDERATION OF THE CITY’S CO-SPONSORSHIP OF EVENTS; (RECREATION & PARKS)

Mayor Peters stepped down due to a conflict of interest.

Recreation & Parks Director Joe Woods stated the City's co-sponsorship currently includes two special events: the Morro Bay Winter Bird Festival and the Teach Foundation Telethon Fundraiser. Both events were approved by the City Administrator



AGENDA NO: B-2

MEETING DATE: 3/21/2013

Staff Report

TO: Recreation and Parks Commission **DATE:** 3/21/2013
FROM: Joseph M. Woods, Recreation and Parks Director
SUBJECT: Initial Review of the Proposed City of Morro Bay, Recreation and Parks Department Sponsorship Policy

STAFF RECOMMENDATION:

The Commission review and discuss the proposed Sponsorship Policy and provide a recommendation to staff for City Council consideration.

FISCAL IMPACT:

The proposed action has no fiscal impact.

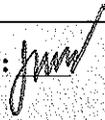
SUMMARY:

As the City seeks to expand and develop revenue generating possibilities it is apparent that sponsorships should be included as a means of fulfillment. The adoption of a Sponsorship Policy would give clear expectations and support to foster community relationships which contribute to the advancement of not only the Department's, but the City's goals and mission statements.

BACKGROUND:

Sponsorship policies allow agency guidelines to foster community relationships based on mutual benefit. This relationship is between a sponsor and a property, in which the sponsor pays cash and/or in-kind fee in return for access to the commercial potential associated with the property. Currently, the City has a limited Sponsorship Policy which only addresses the lowest level of sponsorship, co-sponsorship. Staff's introduction of an expanded policy would serve as a precursor to build community relationships which both support Departmental goals and sponsor's objectives. The policy would provide structure and consistency to opportunities available within the Recreation and Parks Department as well as to the City as a whole.

Prepared By: JMW

Dept Review: 

DISCUSSION:

Partnerships are defined as an idea identified or concept involving the Morro Bay Recreation and Parks Department and for-profit, non-profit, and/or governmental agencies, outlining the application of combined resources to develop facilities programs, and/or amenities for the City and its citizens. Staff will be addressing and presenting a Partnership Policy in the coming months. Sponsorship is one form of partnership which has a semi-limited decision making component. Sponsorships are relationships with a clear expectation of obligation for all parties involved. Sponsorships enable agencies to establish agreements for the procurement of resources, and the benefits provided in return for securing those resources.

CONCLUSION:

As the City seeks to expand and develop revenue generating possibilities it is apparent that sponsorships should be included as a means of fulfillment. The adoption of a Sponsorship Policy would give clear expectations and support to foster community relationships which contribute to the advancement of not only the Department's, but the City's goals and mission statements.

Attachments: Draft Sponsorship Policy March 2013

City of Morro Bay

Recreation & Parks Department

Sponsorship Policy

MARCH 2013

Morro Bay Recreation & Parks Department Sponsorship Policy

Introduction

The following guidelines in this Sponsorship Policy have been specifically designed for the Morro Bay Recreation & Parks Department, while considering that these guidelines may be later adapted and implemented on a city-wide basis. Some assumptions regarding this policy are:

- Partnerships for recreation and parks facilities and program development may be pursued based on the Morro Bay Recreation & Parks Partnership Policy, encouraging the development of partnerships for the benefit of the City, its citizens, and potential partners. Sponsorships are one type of partnership, and one avenue of procurement for alternative funding resources. The Sponsorship Policy may evolve as the needs of new projects and other City Departments are incorporated into its usage.
- Broad guidelines are offered in this policy primarily to delineate which types of sponsors and approval levels are currently acceptable for the Morro Bay Recreation & Parks Department.
- The policy should ensure that the definition of potential sponsors may include non-commercial community organizations (for example: YMCAs and Universities), but does not include a forum for non-commercial speech or advertising.
- Sponsorships are clearly defined and are different from advertisements. Advertisements are one type of benefit that may be offered to a sponsor in exchange for cash or in-kind sponsorship.
- The difference between sponsors and donors must be clarified, as some staff and the public often confuse and misuse these terms.

Structure

Part A of this document gives the **Sponsorship Policy**

Part B gives the **Levels of Sponsorship Tiers and Benefits**

Part C provides the vocabulary and **Glossary of Sponsorship Terms**

Part A.
Sponsorship Policy
Morro Bay Recreation & Parks
Department

I. Purpose

In an effort to utilize and maximize the community's resources, it is in the best interest of the City's Recreation & Parks Department to create and enhance relationship-based sponsorships. This may be accomplished by providing local, regional, and national commercial businesses and non-profit groups a method for becoming involved with the many opportunities provided by the Recreation & Parks Department. The Department delivers quality, life-enriching activities to the broadest base of the community. This translates into exceptional visibility for sponsors and supporters. It is the goal of the Department to create relationships and partnerships with sponsors for the financial benefit of the Department.

Sponsorships vs. Donations

It is important to note that there is a difference between a sponsorship and a philanthropic donation. Basically, sponsorships are cash or in-kind products and services offered by sponsors with the clear expectation that an obligation is created. The recipient is obliged to return something of value to the sponsor. The value is typically public recognition and publicity or advertising highlighting the contribution of the sponsor and/or the sponsor's name, logo, message, products, or services. The Sponsor usually has clear marketing objectives that they are trying to achieve, including but not limited to the ability to drive sales directly based on the sponsorship, and/or quite often, the right to be the exclusive sponsor in a specific category of sales. The arrangement is typically consummated by a letter of agreement or contractual arrangement that details the particulars of the exchange.

In contrast, a donation comes with no restrictions on how the money or in-kind resources are used. This policy specifically addresses sponsorships, the agreements for the procurement of the resources, and the benefits provided in return for securing those resources. Since donations or gifts come with no restrictions or expected benefits for the donor, a policy is generally not needed.

II. Guidelines for Acceptable Sponsorships

Sponsors should be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the Recreation & Parks Department. All potentially sponsored properties (facilities, events, or programs) should be reviewed in terms of creating synergistic working relationships with regard to benefits, community contributions, knowledge, and political sensitivity. All sponsored properties should promote the goals and mission of the Recreation & Parks Department as follows:

Morro Bay Recreation & Parks Mission Statement:

We are committed to providing quality recreational services, facilities, and parks necessary to live a healthy and enriched life. We provide these services to our customers in a responsive courteous manner. Our programs strive to build wellness in people, families, and the community.

"Creating Community through People, Parks and Programs"

Goals of the Recreation & Park Department:

- To ensure that programs and services are able to stay relevant to the Community and the City in terms of money generated and how the program and services are perceived by the individual participant.
- To provide short and long term planning to enhance recreational opportunities and park services to the City of Morro Bay and the communities of the Estero Bay.
- To provide safe and well maintained parkland, public buildings, waterfront landscaping, open space, and street medians.

III. Sponsorship Selection Criteria

A. Relationship of Sponsorship to Mission and Goals

The first major criterion is the appropriate relationship of a sponsorship to the above outlined Recreation & Parks Department's Mission and Goals. While objective analysis is ideal, the appropriateness of a relationship may sometimes be necessarily subjective. This policy addresses this necessity by including approval levels from various levels of City management staff and elected officials, outlined in **Section B**, to help assist with decisions involving larger amounts and benefits for sponsorship.

The following questions are the major guiding components of this policy and should be addressed prior to soliciting potential sponsors:

- Is the sponsorship reasonably related to the purpose of the facility or programs as exemplified by the Mission Statement and Goals of the Department/City?
- Will the sponsorship help generate more revenue and/or less cost per participant than the City can provide without it?
- What are the real costs, including staff time, for procuring the amount of cash or in-kind resources that come with the generation of the sponsorship?

Sponsorships which shall NOT be considered are those which:

- Promote environmental, work, or other practices that, if they took place in the City, would violate U.S. or State law (i.e., dumping of hazardous waste, exploitation of child labor, etc.), or promote drugs, alcohol, or tobacco, or that constitute violations of law.
- Duplicate or mimic the identity of programs of the Recreation & Parks Department or any of its divisions.
- Exploit participants or staff members of the Department.
- Offer benefits which may violate other accepted policies for the Morro Bay Municipal Code.

B. Sponsorship Plan and Approval Levels

Each project or program that involves solicitation of Sponsors should, PRIOR to procurement, create a Sponsorship Plan specific to that project or program that is in line with the Sponsorship Levels given in **Part B**. This plan needs to be approved by the Management Team Members supervising the project and in accordance to City Partnership and Sponsorship policies and Morro Bay Municipal Code. In addition, each sponsorship will need separate approval if they exceed pre-specified limits. The approval levels are outlined below:

Under \$1,000	The Department Director may approve this level of Agreement.
\$1,001 to \$10,000	The Agreement needs approval of Department Director and City Manager.
\$10,001 to \$25,000	The Agreement needs approval of the Department Director, Executive Management Team, and City Manager.
Over \$25,000	The Agreement needs approval of the Department Director, Executive Management Team, and City Manager.

C. No Non-Commercial Forum is Permitted

This criterion deals with the commercial character of a sponsorship message. The City intends to create a limited forum, focused on advertisements incidental to commercial sponsorships of Recreation & Parks facilities and programs. While non-commercial community organizations or individuals may wish to sponsor Department activities or facilities for various reasons, no non-commercial speech is permitted in the limited forum created by this policy.

Advertisements incidental to commercial sponsorship must primarily propose a commercial transaction, either directly, through the text, or indirectly, through the association of the sponsor's name with the commercial transaction of purchasing the commercial goods or services which the sponsor sells.

The reasons for this portion of the Policy include:

- (1) The desirability of avoiding non-commercial proselytizing of a “captive audience” of event spectators and participants.
- (2) The constitutional prohibition on any view-point related decisions about permitted advertising coupled with the danger that the City and the Recreation & Parks Department would be associated with advertising anyway.
- (3) The desire of the City to maximize income from sponsorship, weighed against the likelihood that commercial sponsors would be dissuaded from using the same forum commonly used by persons wishing to communicate non-commercial messages, some of which could be offensive to the public.
- (4) The desire of the City to maintain a position of neutrality on political and religious issues.
- (5) In the case of religious advertising and political advertising, specific concerns about the danger of “excessive entanglement” with religion (and resultant constitutional violations) and the danger of election campaign law violations, respectively.

Guidelines for calculating the **Levels of Sponsorship Tiers and Benefits** are provided and outlined in **Part B**.

IV. Additional Guidelines for Implementation

A. Equitable Offerings

It is important that all sponsorships of equal levels across divisions within Recreation & Parks yield the same value of benefits for potential sponsors.

B. Sponsorship Contact Database

A designated staff person or representative of the Recreation & Parks Department will keep an updated list of all current sponsors, sponsored activities, and contacts related to sponsorship.

Purpose of Maintaining the Database:

- Limit duplicate solicitations of one sponsor
- Allow management to make decisions based on most appropriate solicitations and levels of benefits offered
- Keep a current list of all Department supporters and contacts
- Help provide leads for new sponsorships, if appropriate

For staff below Management Team level, access to the database will be limited to printouts of listing of names of sponsors and their sponsored events. This limited access will provide information to help limit duplicated solicitations, and will also protect existing sponsor relationships, while allowing the evaluation of future sponsorships to occur at a management level. If a potential sponsor is already listed, staff should not pursue a sponsorship without researching the sponsor's history with the most recently sponsored division. If more than one division wishes to pursue sponsorship by the same company, the Management Team shall make a decision based on several variables, including but not limited to:

- History of sponsorship, relationships, and types of sponsorship needed.
- Amount of funding available.
- Best use of funding based on departmental priorities.

C. Sponsorship Committee

A committee consisting of the supervisors of each program using sponsorships and other management team designees shall meet twice per year to review the database, exchange current contract samples, and recommend adjusting benefit levels and policy as needed. Changes shall not take effect before approval by the Management Team.

Part B.

Levels of Sponsorship Tiers and Benefits

The following tiers are presented as a guideline for types of benefits that may be presented as opportunities for potential sponsors.

Each sponsorship will most likely need to be individually negotiated. One purpose for these guidelines is to create equity in exchanges across sponsorship arrangements. While for the sake of ease the examples given for levels are based on amount of sponsorship requested, the level of approval needed from City staff is really based on the amount of benefits exchanged for the resources. The levels of approval are necessary because the costs and values for different levels of benefits may vary, depending on the sponsorship. It is important to note that these values may be very different. Sponsors will not typically offer to contribute resources that cost them more than the value of resources that they will gain and, typically, seek at least a 2-1 return on their investment. Likewise, the City should not pursue sponsorships unless the total value the City receives is greater than its real costs.

A hierarchy of Sponsors for events, programs, or facilities with more than one sponsor is listed below from the highest level to the lowest. Not all Levels will necessarily be used in each Sponsorship Plan. Note that the hierarchy is not dependent on specific levels or amounts of sponsorship. Specific levels and amounts should be designed for each property before sponsorships are procured within the approved Sponsorship Plan. Complete definitions of terms are included in **Part C**.

Hierarchy of Sponsorship Levels (highest to lowest)

- **Recreation and Parks Department-Wide Sponsor**
- **Facility/Park Title or Primary Sponsor**
- **Event/Program Title or Primary Sponsor**
- **Presenting Sponsor (Facility, Event, or Program)**
- **Facility/Park Sponsor**
- **Program/Event Sponsor**
- **Media Sponsor**
- **Official Supplier**
- **Co-sponsor**

This hierarchy will help decide the amounts to ask various sponsors for, and will determine what levels of benefits to provide. It is important to build flexibility and choice into each level so that sponsors can have the ability to choose options that will best fit their objectives. Note that the benefits listed under each level are examples of value. The listing does not mean that all of the benefits should be offered. It is a menu of options for possible benefits, depending on the circumstances. These are listed primarily as a guideline for **maximum** benefit values. It is recommended that each project create a project-specific Sponsorship Plan for approval in advance of Sponsorship procurement, based on the benefits available and the values specific to the project.

Part C. Glossary of Sponsorship Terms

Activation

The marketing activity a company conducts to promote its sponsorship. Money spent on activation is over and above the rights fee paid to the sponsored property. Also known as leverage.

Advertising

The direct sale of print or some other types of City communication medium to provide access to a select target market.

Ambush Marketing

A promotional strategy whereby a non-sponsor attempts to capitalize on the popularity/prestige of a property by giving the false impression that it is a sponsor. Often employed by the competitors of a property's official sponsors.

Audio Mention

The mention of a sponsor during a TV or radio broadcast.

Business-to-Business Sponsorship

Programs intended to influence corporate purchase/awareness, as opposed to individual consumers.

Category Exclusivity

The right of a sponsor to be the only company within its product or service category associated with the sponsored property.

Cause Marketing

Promotional strategy that links a company's sales campaign directly to a non-profit organization. Generally includes an offer by the sponsor to make a donation to the cause with purchase of its product or service. Unlike philanthropy, money spent on cause marketing is a business expense, not a donation, and is expected to show a return on investment.

Co-sponsors

Sponsors of the same property.

CPM (Cost per Thousand)

The cost to deliver an ad message to a thousand people.

Cross-Promotions

A joint marketing effort conducted by two or more co-sponsors using the sponsored property as the central theme.

Donations

Cash or in-kind gifts that do not include any additional negotiated conditions in return.
Synonyms: Philanthropy, Patronage.

Editorial Coverage

Exposure that is generated by media coverage of the sponsored property that includes mention of the sponsor.

Emblem

A graphic symbol unique to a property. Also called a mark.

Escalator

An annual percentage increase built into the sponsorship fee for multi-year contracts. Escalators are typically tied to inflation.

Exclusive Rights

A company pays a premium or provides economic benefit in exchange for the right to be the sole advertised provider, at the most competitive prices, of goods purchased by consumers within Parks & Recreation Department facilities and parks.

Fulfillment

The delivery of benefits promised to the sponsor in the contract.

Hospitality

Hosting key customers, clients, government officials, employees, and other VIPs at an event or facility. Usually involves tickets, parking, dining, and other amenities, often in a specially designated area, and may include interaction with athletes.

In-Kind Sponsorship

Payment (full or partial) of sponsorship fee in goods or services rather than cash.

Licensed Merchandise

Goods produced by a manufacturer (the licensee) who has obtained a license to produce and distribute the official Marks on products such as clothing and souvenirs.

Licensee

Manufacturer which has obtained a license to produce and distribute Licensed Merchandise.

Licensing

Right to use a property's logos and terminology on products for retail sale. Note: While a sponsor will typically receive the right to include a property's marks on its packaging and advertising, sponsors are not automatically licensees.

Mark

Any official visual representation of a property, including emblems and mascots.

Mascot

A graphic illustration of a character, usually a cartoon figure, used to promote the identity of a property.

Media Equivalencies

Measuring the exposure value of a sponsorship by adding up all the coverage it generated and calculating what it would have cost to buy a like amount of ad time or space in those outlets based on media rate cards.

Media Sponsor

TV and radio stations, print media, and outdoor advertising companies that provide either cash, or more frequently advertising time or space, to a property in exchange for official designation.

Municipal Marketing

Promotional strategy linking a company to community services and activities (sponsorship of parks and recreation programs, libraries, etc.)

Option to Renew

Contractual right to renew a sponsorship on specified terms.

Philanthropy

Support for a non-profit property where no commercial advantage is expected.
Synonym: Patronage.

Perimeter Advertising

Stationary advertising around the perimeter of an arena or event site, often reserved for sponsors.

Premiums

Souvenir merchandise, produced to promote a sponsor's involvement with a property (customized with the names/logos of the sponsor and the property).

Presenting Sponsor

The sponsor that has its name presented just below that of the sponsored property. In presenting arrangements, the event/facility name and the sponsor name are not fully integrated since the word(s) "presents" or "presented by" always come between them.

Primary Sponsor

The sponsor paying the largest fee and receiving the most prominent identification (Would be naming rights or title sponsor if sponsored property sold name or title).

Property

A unique, commercially exploitable entity (could be a facility, site, event, or program)
Synonyms: sponsee, rightsholder, seller.

Right of First Refusal

Contractual right granting a sponsor the right to match any offer the property receives during a specific period of time in the sponsor's product category.

Selling Rights

The ability of a sponsor to earn back some or all of its sponsorship fee selling its product or service to the property or its attendees or members.

Signage

Banners, billboards, electronic messages, decals, etc., displayed on-site and containing sponsors ID.

Sole Sponsor

A company that has paid to be the only sponsor of a property.

Sponsee

A property available for sponsorship.

Sponsor

An entity that pays a property for the right to promote itself and its products or services in association with the property.

Sponsor ID

Visual and audio recognition of sponsor in property's publications and advertising; public-address and on-air broadcast mentions.

Sponsorship

The relationship between a sponsor and a property, in which the sponsor pays a cash or in-kind fee in return for access to the commercial potential associated with the property.

Sponsorship Agency

A firm which specializes in advising on, managing, brokering, or organizing sponsored properties. The agency may be employed by either the sponsor or property.

Sponsorship Fee

Payment made by a sponsor to a property.

Sports Marketing

Promotional strategy linking a company to sports (sponsorship of competitions, teams, leagues, etc.).

Supplier

Official provider of goods or services in exchange for designated recognition. This level is below official sponsor, and the benefits provided are limited accordingly.

Title Sponsor

The sponsor that has its name incorporated into the name of the sponsored property.

Venue Marketing

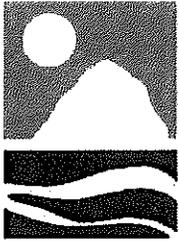
Promotional strategy linking a sponsor to a physical site (sponsorship of stadiums, arenas, auditoriums, amphitheaters, racetracks, fairgrounds, etc.)

Web Sponsorship

The purchase (in cash or trade) of the right to utilize the commercial potential associated with a site on the World Wide Web, including integrated relationship building and branding.

Form template provided by:





City of Morro Bay

Morro Bay, CA 93442

(805) 772-6200

REQUEST CONSIDERATION FOR CITY CO-SPONSORSHIP
PLEASE COMPLETE THIS FORM AND SUBMIT WITH YOUR APPLICATION
(To be attached to Permit Application – Retain in City files)

Requesting Organization: _____

Address: _____

Contact Person: _____ Daytime Phone: _____
(Authorized to sign all documents)

Email: _____ Organization Website: _____
_____ Non-Profit _____ Resident _____ Non-Resident _____ Profit

If Non-Profit, please provide Tax Exempt #: _____

Event Dates: _____ Location: _____

Time: (Include setup and take down) _____

Is event scheduled between Nov. 1st and April 30th? _____ Offered more than one day? _____

Total attendance per day: (include participants, spectators, guests, exhibitors, performers, entertainers, volunteers and employees)

Day 1: _____ Day 2: _____ Day 3: _____ Day 4: _____ Day 5: _____

Detailed description of event: _____

Who is the target audience for the event? _____

Will the event be advertised for participants outside of San Luis Obispo County? _____

Will the event be advertised for participants from outside the State of California? _____

How will your event be advertised? _____

Is this event an Annual Event? _____ How many previous? _____

Why is your group requesting City co-sponsorship? _____

What are your group's expectations of a City co-sponsorship? _____

How does the City benefit from co-sponsorship of your event? _____

Describe the type of Vendors / Exhibitors / Concessionaires: _____

Do you have a Recycling Program? _____ Please describe: _____

Describe any food service to be provided at event: _____

Caterer

Alcoholic Beverages Served

Alcoholic Beverages Sold

List entertainment activities:

On site: _____

Off site: _____

***** CITY REVIEW *****

1. Department Head Review: _____

2. RPC Review: _____

3. Department Head Approval: _____

4. City Council Approval (if required): _____



AGENDA NO: D - 1

Meeting Date: March 21, 2013

Staff Report

TO: RECREATION AND PARKS COMMISSION

DATE: March 21, 2013

SUBJECT: ELECTION OF CHAIR AND VICE CHAIR FOR 2013

RECOMMENDATION:

It is recommended that elections for the 2013 Chair and Vice-Chair be held.

BACKGROUND/DISCUSSION:

Each year the Commission elects a Chair and Vice-Chair at its first meeting following appointment of new Commissioners. The Chair also serves as a Director on the Morro Bay Community Foundation Board of Directors. The 2012 Chair was Karen Croley while John Bates served as Vice-Chair.

PROCEDURE:

1. Chair to open the floor to nominations at which time any Commissioner may make a nomination for the office of Chair.
2. After all nominations for Chair are completed a motion to close nominations is required. (*Motion to close nominations, second the motion, declare nominations closed.*)
3. The Chair shall call for a vote.
4. Upon election of the Chair for 2013 that individual shall preside over the remainder of the meeting including election of the Vice-Chair.
5. The elected Chair to open the floor to nominations at which time any Commissioner may make a nomination for the office of Vice-Chair.
6. After all nominations for Vice-Chair are completed a motion to close nominations is required. (*Motion to close nominations, second the motion, declare nominations closed.*)
7. The Chair shall call for a vote.

Note: If only one (1) person is nominated to an office and nominations are closed, that nominee is declared the new officer by acclamation.

Prepared By: CPC

Dept Review: JMM



AGENDA NO: D - 2

Meeting Date: March 21, 2013

Staff Report

TO: RECREATION AND PARKS COMMISSION

DATE: March 21, 2013

SUBJECT: ELECTION OF SENIOR REPRESENTATIVE FOR 2013

RECOMMENDATION:

It is recommended that elections for the 2013 representative to the Morro Bay Senior Citizens, Inc. be held.

BACKGROUND/DISCUSSION:

Each year the Commission elects a representative to be a liaison with the Morro Bay Senior Citizens, Inc. at its first meeting following appointment of new Commissioners. The representative to the Senior Citizens, Inc. for 2012 was Anita Ayoob.

PROCEDURE:

1. Chair to open the floor to nominations at which time any Commissioner may make a nomination for the representative to the Senior Citizens, Inc.
2. After all nominations for representative to the Senior Citizens, Inc. are completed a motion to close nominations is required. (*Motion to close nominations, second the motion, declare nominations closed.*)
3. The Chair shall call for a vote.

Note: If only one (1) person is nominated to an office and nominations are closed, that nominee is declared the new officer by acclamation.

Prepared By: CPe

Dept Review: Jam



AGENDA NO: D-3

MEETING DATE: 3/21/2013

Staff Report

TO: Recreation and Parks Commission **DATE:** 3/21/2013
FROM: Joseph M. Woods, Recreation and Parks Director
SUBJECT: Discussion of Supporting the Development of a Public Bike Park
within the City Limits.

STAFF RECOMMENDATION:

The Commission review and discuss Resolution 20-13, and provide staff with recommendations on supporting the development of a Morro Bay Bike Park.

FISCAL IMPACT:

At this time, the fiscal impact has been limited to staff time for meetings and preparation of staff reports. However, this is an unfunded project for which donations, grants and volunteer labor will be needed for progress, completion and sustainability.

BACKGROUND:

The City purchased 220 Atascadero Road, known as Flippos, with the intent of building a teen center. Prior to and throughout the teen center project, the City built and operated a BMX bike track on a portion of the property. The bike facility project was reviewed by the Recreation and Parks Commission and approved by City Council. The track was constructed by both volunteers and City staff. The track was open to the public during daytime hours at no cost. Participants were asked to follow facility rules, which were approved by the Recreation and Parks Director and posted on site. Operation and maintenance of the facility was performed by City staff and included, but was not limited to trash removal, fence repair, maintenance of dirt track, and use of water for various reasons.

After a full review, the City decided the renovation of the existing structure at 220 Atascadero Road for a teen center would be cost prohibitive. Shortly thereafter, the property at 231 Atascadero Road became available by owner by way of a property auction. The City's intent remained the same, which was to own and operate a teen center for the community. After a successful bid, the City took ownership of 231 Atascadero Road and established a teen center, currently known as Rockies. Consequently, the property at 220 was sold.

The new owner of 220 Atascadero Road agreed to permit the continued operation of the bike track until 2005. Shortly after the property would be renovated to the owner's desire and the bike track was removed. The property is zoned commercial visitor serving and currently is a recreational vehicle park. The City has not had a designated bike park since.

Prepared By: JMW

Dept Review: _____

DISCUSSION

On March 12, 2013, the City Council approved Resolution 20-13, supporting the development of a public bike park in Morro Bay. Staff has attached the Resolution for review. The development of a public bike park will require a public process in order to obtain permits for land use, design, construction and operation. The selection of a site will be a significant challenge considering existing public parkland has been master planned and fully developed. Although existing parkland is built out, there may be opportunity if the public is willing to consider master plan revisions. Additionally, private land should also be considered, as the City may find a public/private partnership (P3) where a relationship would be advantageous to all parties.

Ms. Johnson has provided some location options to be considered in the attached letter titled Morro Bay Bike Park. Those locations would be:

- 1) Main Street and Radcliff Drive
- 2) Cloisters open area along the eastern property line
- 3) 231 Atascadero Road, Teen Center

These locations would require more investigation as well as public hearings to determine the feasibility and desirability of a public bike park.

The fact that a bike park does not exist, means building one would be considered a new improvement. Any new improvements would be considered “Development” under the City’s Zoning Code and the Coastal Act. Definitions of “Development” include the “placement or erection of any solid material or structure” or the “change in density or intensity of use of land”. Declaring an area a bike park and putting up fencing and/or constructing walkways are determined to be “Development” under the Zoning Code and Coastal Act.

Because the project is determined to be “Development”, the City must address a number of issues, likely through the Coastal Development Permit Process. This process would require at least the following studies/reports:

1. Traffic Study – This would indicate peak hour traffic impacts including parking and traffic patterns to analyze impacted roadways.
2. American with Disabilities compliance.
3. Environmental Review (in some recent cases the installation of bike parks has triggered an Environmental Impact Report) – The installation of a bike park constitutes a project under CEQA. The potential environmental effects would need to be analyzed in relation to the site-specific conditions and operations of the park. Once a project location and full description of activities are identified, an initial study review and evaluation will need to be prepared to determine which kind of environmental document will be necessary.
4. Revision of the master plan – There is a formal procedure set in place to amend a master plan of a park. This process includes development of an amended master plan, the amended plan forwarded to the appropriate advisory boards and commissions for review and comment, Recreation and Parks Commission adoption of the amended master plan and final approval by the City Council.

As stated in the attached letter, Ms. Johnson illustrates the community's interest by having acquired over 200 signatures of interest and over 170 "likes" on the Morro Bay Bike Park Facebook page. Furthermore, the Morro Bay Citizens Bike Committee has submitted a letter of support, which advocates and endorses the construction of a BMX/pump track style bike park in Morro Bay. This letter is also attached for your review. The City may consider entering into a Memorandum of Understanding for the design and permitting process once a site has been determined and a formal partner has been identified.

CONCLUSION:

City staff has previously operated and maintained a BMX bike track which was located at 220 Atascadero Road. After the sale of the property and the removal of the track the demand for such a facility remained. Recently, several members of the community have come forward to express their desires to City Council. Council agreed with the request to establish a public bike park and adopted Resolution 20-13. In supporting the development of a public bike park, staff is bringing the topic to the Recreation and Parks Commission to explore site possibilities as well as project development criteria.

Attachments:

Interest Letter from Bonnie Johnson

Morro Bay Citizens Bike Committee letter dated March 7, 2013

As stated in the attached letter, Ms. Johnson illustrates the community's interest by having acquired over 200 signatures of interest and over 170 "likes" on the Morro Bay Bike Park Facebook page. Furthermore, the Morro Bay Citizens Bike Committee has submitted a letter of support, which advocates and endorses the construction of a BMX/pump track style bike park in Morro Bay. This letter is also attached for your review. The City may consider entering into a Memorandum of Understanding for the design and permitting process once a site has been determined and a formal partner has been identified.

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Attachments:

Resolution 20-13

Interest Letter from Bonnie Johnson

Morro Bay Citizens Bike Committee letter dated March 7, 2013

RESOLUTION NO. 20-13

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY
SUPPORTING THE DEVELOPMENT OF A PUBLIC BIKE PARK
WITHIN THE CITY LIMITS**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, the Recreation and Parks Department operated a BMX bike track at 220 Atascadero Road from 2000 to 2005; and

WHEREAS, the real property at 220 Atascadero Road was sold to a private party by voluntary sale on April 15, 2005; and

WHEREAS, the bike track was subsequently removed by the new owner and replaced with an RV Park; and

WHEREAS, the citizens of Morro Bay expressed interest during public comment at the February 26, 2013 City Council meeting to establish a bike park on public land within the city limits of Morro Bay; and

WHEREAS, said interested citizens presented available resources to establish and operate a bike park within City limits.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Morro Bay to support the establishment, development, and operation of a bike park on City property for public use.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held this 12th day of March, 2013 by the following roll call vote:

AYES:

NOES:

ABSENT:

JAMIE IRONS, MAYOR

ATTEST:

JAMIE BOUCHER, CITY CLERK

Morro Bay Bike Park

Morro Bay Bike Park will be a safe and sanctioned place for riders of all ages and skill levels to come ride bikes. We will have several BMX/Pump tracks for riders of all levels to ride. The park will be designed, built and maintained by the "Morro Bay Bike Park" group and it's riders. We are looking for the City of Morro Bay to give us access to a piece of land that we can use for this Bike Park. Upon the permission to use a specific piece of land, the Morro Bay Bike Park group would like to enter into an agreement with the Recreation & Parks Department of the City of Morro Bay for the upkeep and maintenance of the Bike Park.

I have looked at every city owned property with open space to build a Bike Park. On each of those locations I have put a mock up design with pump tracks, berms, jumps and ramps to show the potential of what the Bike Park could look like. Upon approval of a location we will have a design professionally drawn up with the exact dimensions of the park, jumps, ramps, berms and all of its features. We will have designated marked areas for all types of riders as we want to encourage all ages and skill levels to come to the Bike Park.

The first location is the City owned property on Main St adjacent to Radcliff Dr. The local youth have been trying to build a bike park there for several years but due to the fact that it is not a designated site for a Bike Park the jumps get knocked down. With this location the park will be centrally located within the City. It will be clearly visible for spectating and monitoring. There is plenty of dirt already there for immediate construction. Another location could be the City owned property at the Cloisters that was previously looked at for the Dog Park. We do understand that the residents that live within that area would be affected by the Bike Park the most but bicycles do not make much noise. With this location parking and bathroom facilities would not be an issue. We do understand that the rainwater runoff runs through that area to the marsh. We could factor that into the construction and keep a reasonable distance from the run off drains. The third location could be at the Teen Center in the area currently used for mini golf. It is understood that the location currently has plans for a permanent skate park. Again, with this location parking and bathroom facilities would not be a factor. However, that location is specifically designed for teens and we would like the Bike Park to be for all ages. Also, this location would not be optimal for spectating and monitoring.

Within the "Morro Bay Bike Park" group, we will have several people with different purposes carrying out the requirements set forth between the City of Morro Bay and the Morro Bay Bike Park. We will have people advocating for the different skill levels of the riders and their needs, people making sure the maintenance and construction is kept up, people to co-ordinate events, and people keeping up with sponsorship and needed funding.

Currently we have over 200 signatures of interest, 170+ "likes" on our Morro Bay Bike Park facebook page, verbal interest in sponsoring the Bike Park through monetary donations as well as building and maintaining the bike park. We are going to be affiliated

with a local non-profit organization that all funding will go through. Funding will be used for the professional design of the bike park, tools and equipment for building and maintenance, landscaping the area to make it aesthetically pleasing, events to draw people to Morro Bay and any other needs that arise.

We welcome all of your thoughts and ideas in coming to an agreement between The City of Morro Bay and the Morro Bay Bike Park. Please contact me with any questions or concerns.

Bonnie Johnson
805-550-4672
Ipolani75@yahoo.com

Morro Bay Citizens Bike Committee



2961 Sandalwood Avenue
Morro Bay CA 93442
(805) 772-0874

*Dedicated to the advocacy and creation of an efficient
inter-connected network of safe, scenic bikeways and community paths in the Morro Bay area.*

March 7, 2013

City of Morro Bay
Recreation and Parks Commission
1001 Kennedy Way
Morro Bay CA 93442

Dear Mr Woods and Commissioners,

Morro Bay Citizens Bike Committee endorses and supports construction of a BMX/pump track style bike park in Morro Bay. We understand that it will be for all skill levels and ages and that it will be built and maintained by the Morro Bay Bike Park group and its riders under the leadership of Ms Bonnie Johnson.

We believe that this will provide safe and healthy recreational opportunities for Estero Bay young people and that it will also draw riders from many other areas.

Sincerely yours,

A handwritten signature in black ink that reads "Robert F. Davis". The signature is written in a cursive style with a large initial 'R'.

Robert Fuller Davis
Chair