



CITY OF MORRO BAY RECREATION AND PARKS COMMISSION A G E N D A

*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, September 18, 2014
Veteran's Memorial Building - 5:30 P.M.
209 Surf Street, Morro Bay, CA**

Chairperson Drew Sidaris

Vice-Chairperson Tom Coxwell
Karen Croley
Al Romero

John Bates
Aaron Ochs
Bob Swain

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

Adopt-A-Park Presentations
Tidelands Park – Morro Bay Yacht Club
Centennial Parkway – Morro Bay In Bloom, Inc.

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 May 15, 2014.

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.

A-5 Solar Energy Report
Staff Recommendation: Receive and file.

A-6 Economic Impact Analysis – Annual Statistics Summer 2013 – Morro Bay Softball Tournaments
Staff Recommendation: Receive and file.

B. PUBLIC HEARINGS
None

C. UNFINISHED BUSINESS
C-1 Review of the M.O.U. regarding the Bike Park Construction and Operation.
Staff Recommendation: Discuss and make recommendations.

D. NEW BUSINESS
D-1 Program Evaluations: 2014 Brian Waterbury Memorial Rock to Pier Run & Rock'n Around the Pier Half Marathon
Staff Recommendation: Receive and file.

E. FUTURE AGENDA ITEMS

F. ADJOURNMENT

Adjourn to a regular meeting scheduled at the Veteran's Memorial Building, 209 Surf Street, on November 20, 2014 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.

This Agenda is available for copying at Mills Copy Center

MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION

REGULAR MEETING – May 15, 2014

VETERANS MEMORIAL BUILDING – 5:30 P.M.

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

ROLL CALL: PRESENT: Chair Sidaris, Vice-Chair Coxwell, Commissioner Romero, Commissioner Bates, Commissioner Croley, Commissioner Swain, Staff Wilcox and Staff English.

MOMENT OF SILENCE

PRESENTATIONS

Staff Wilcox described the City's Adopt-A-Park program noting that most of our parks and a few open public areas have been adopted. Staff Wilcox recognized Karen Biaggini and her staff from the Embarcadero Inn for all their efforts at Mariner Park. Staff Wilcox further stated that any groups or individuals interested in participating in the Adopt-A-Park program can contact the Recreation and Parks office.

ANNOUNCEMENTS

Chair Sidaris recommended that the public visit the Recreation and Parks webpage on the City's website for great information about our City parks and programs. Chair Sidaris announced the following events: Art in the Park on Memorial Day weekend, Bands on the Run on May 31st, Austin-Healey Car Show on May 31st, Music Festival on June 7th and a 4th of July fundraiser at Tognazzini's on June 8th.

Vice-Chair Coxwell gave additional details on the Bands on the Run event on May 31st. He announced that a half marathon has been added this year. Runners can register at Active.com.

Commissioner Swain announced that May is Bike Month.

PUBLIC COMMENT

Chair Sidaris opened Public Comment.

Adrienne Harris of the Morro Bay National Estuary Program thanked Recreation and Parks staff for their support of the DogFest held at Del Mar Park on April 26, 2014. She also thanked all the Mutt Mitt volunteers and Damaris Hanson from the Public Services Department. She stated that information on the State of Bay can be found at www.mbnep.org

Chair Sidaris closed Public Comment.

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 JANUARY 16, 2014 MEETING AND THE FEBRUARY 4, 2014 SPECIAL MEETING
- A-2 CITIZEN'S REPORTS AND CORRESPONDENCE
- A-3 YOUTH AND SENIOR SERVICES SUMMARY FOR JANUARY THROUGH APRIL 2014

RECREATION CLASSES AND AFFILIATED CLUBS SUMMARY FOR JANUARY THROUGH APRIL 2014
YOUTH AND ADULT SPORTS SUMMARY JANUARY THROUGH APRIL 2014
FACILITIES AND PARKS USE SUMMARY FOR JANUARY THROUGH APRIL 2014

MOTION: Commissioner Croley moved that the Commission accept Consent Calendar Items A-1 through A-3 for file and pull A-4 for further review. The motion was seconded by Commissioner Romero and carried. (7-0)

A-4 RECREATION AND PARKS DEPARTMENT STATUS REPORT

Staff Wilcox summarized the Department Program/Project Status Report noting that the location of the Founders' Day event on July 17th has been changed to City Park. He further noted that this event is scheduled on the same evening as the next RPC meeting which will likely mean the meeting will be re-scheduled. Staff will notify the Commission of potential dates for the re-scheduled meeting. Staff Wilcox noted that staff is moving forward with adding Pickleball lines at the Monte Young tennis courts in the very near future and that other Pickleball courts are planned for Del mar and Coleman parks.

Bonnie Johnson of the Morro Bay Bike Group gave an update on the status of the BMX Bike Park. Plans for the park were taken to the Planning Department today with staff making some recommendations. The group hopes for an August or September build date. She announced that the group has had some success with fundraising.

MOTION: Commissioner Croley moved to accept Consent Calendar Item A-4 for file. The motion was seconded by Commissioner Romero and carried. (7-0)

B. PUBLIC HEARINGS

B-1 CO-SPONSORSHIP OF ALL OUT EVENTS' MORRO BAY TRIATHLON

Staff Wilcox presented to the RPC a request from All Out Events for co-sponsorship of the Morro Bay Triathlon scheduled for November 1, 2014. Staff Wilcox noted that the City has previously co-sponsored events which mutually benefit the parties involved and that sponsorships should create community relationships as well as support the City's mission to preserve and enhance the quality of life in Morro Bay. Staff Wilcox stated that the City currently has three basic criteria used as qualifiers for requesting co-sponsorships: the event is held off-season, the event is multi-day, and the event is held by a non-profit organization. If the event is one day, it must show a financial return to the City. Staff Wilcox noted that All Out Events' Morro Bay Triathlon does meet some, but not all of these requirements: the event is being held off-season, the event is multi-day, but All Out Events is not a non-profit organization.

Kristen Horowitz and Kaori Funahashi of All Out Events were present to provide information on their event and the support they are requesting. Ms. Horowitz stated that they have received \$5000 from TBID to help pay for the promotion of the event. Ms. Horowitz stated that they are requesting to have the fees waived for the filming permit needed to create a promotional video for the race; permit fees for the triathlon, as well as some City provided promotional signage. Ms. Horowitz stated that they expect 200-300 participants with expected revenues of \$35,000. Ms. Horowitz further stated that 12% of the net income will be donated to the non-profit group Life Water International.

Vice Chair Coxwell asked for clarification on what exactly the group is requesting from the City as part of the desired co-sponsorship. Ms. Horowitz stated that they are looking for the waiving of filming permit fees for the filming of a promotional video, the waiving of public area use permit fees for the event and for the City to hang promotional signage.

MOTION: Vice Chair Coxwell moved to support the City co-sponsoring the Morro Bay Triathlon and forwarding the item to City Council. Seconded by Commissioner Croley and carried. (7-0)

C. UNFINISHED BUSINESS

C-1 NONE

D. NEW BUSINESS

D-1 REVIEW OF PROPOSED AMENDMENTS TO THE 2014/15 MASTER FEE SCHEDULE

Staff Wilcox presented the proposed amendments to the 2014/15 Master Fee Schedule. The amendments include the separation of event set-up and event breakdown fees; an increase to the Facility Attendant fee; the addition of pickleball court to the hourly and park use fees schedule; clarification of additional fees on the public area use permits page.

MOTION: Commissioner Romero moved to approve the amendments to the 2011/15 Master Fee Schedule as presented. Seconded by Commissioner Ochs and carried. (7-0)

D-2 DOGS IN CITY PARKS AND THEIR IMPACT ON CHILD PLAY AREAS

Staff Wilcox presented the staff report, including information on current City rules on allowed off-leash areas within the City. The Commissioners discussed this item and requested that staff develop a plan for proposed dog-free areas/zones and bring it back to the RPC for further discussion.

E. FUTURE AGENDA ITEMS

Commissioner Swain requested that staff look into offering open basketball for adults at Del Mar Gym.

F. ADJOURNMENT

Meeting adjourned at 6:05 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.

May 10, 2014

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

Citizens Bike Committee met August 5, 2014.

Mr Davis shared the City Council proclamation of May 13 recognizing May 2014 as Bike Month and declaring the Morro Bay Citizens Bike Committee as the City's Bike Advocates..

Mr Davis presented a staff report done by Jessica Berry of San Luis Obispo Council of Governments (SLOCOG) on the proposed Chorro Valley Trail. The study describes a preferred route for a Class 1 bike trail from Highland Drive in San Luis Obispo to South Bay Boulevard in Morro Bay that parallels the east and west sides of Highway 1. The study is scheduled to appear on the SLOCOG agenda tomorrow for integration into the 2014 Regional Transportation Plan Active Transportation Chapter.

Mr Rands reported that the project to connect the Bike Path across Atascadero Road went out to bid and the bids came in too high. Public Services is in the process now of enfoldng the project into the Pavement Management Plan and it will still be funded from the State's Bicycle Transportation Account. The project will likely be completed after Labor Day.

Mr Rands reported that he and Mr Davis reviewed the fixed metal bollards currently placed in the Class I multi-use trail from Main Street to the Cloisters. They agreed on removal of some and replacement of the others with flexible markers. The list has been submitted to Public Services and is awaiting a work order for action.

Mr Rands reported that Form E76 has been approved for the Harborwalk Extension from Embarcadero Road across Morro Creek, in record time. RRM is doing final revisions and it should go to bid at the end of August and begin construction in December.

Committee reviewed *Bicycle Parking Guidelines* from the Association of Pedestrian and Bicycle Professionals. The Committee's preferred rack is the locally produced "Peak Rack" from Rod Hoadley. The Committee deems acceptable the "Inverted U," the "A" and the "Post and Loop." The "Wave" and "Toast" are not recommended.

Mr Rands reported that the City has a bike rack fund and will place a Peak rack in front of the Bike Shop on Main Street.

Mr Davis reported that City Staff added two items to its list of Unmet Bike/Ped needs

- Add Sharrows to Embarcadero Road with Sewer Rehab Project.
- Provide repairs to Del Mar Path between Ironwood and Island Street parking lots.

Mr Davis reported that Caltrans will widen northbound Toro Creek Bridge on Hwy 1 with shoulders wide enough to accommodate bicycles; however, "the schedule for this project is likely to slip into a later year due to a myriad of issues."

Bicyclists are invited to join the Dahlia Daze/Historic Founders Parade on Saturday, September 6, 2014 at 10:00 am.

Mr Davis will interview Ms Jessica Berry on his radio show, *Hidden Gems of the Central Coast*, August 15, 2014, at 1:30 pm on FM97.3 The Rock. Subject will be the Chorro Valley Trail.

Mr Rands reported that Dan Rivoire of the Bike Coalition is coordinating Morro Bay's application for Bicycle Friendly Community with the League of American Bicyclists. Deadline is August 14.

Mr Rands reported that the Bike Park proposed near the corner of Main Street and Radcliffe is going through the permitting process.

Mr Rands reported that he is updating the Bike Parking page in the Morro Bay Bicycle and Pedestrian Master Plan. He is also looking at some red curb locations on the Embarcadero locations that would work well for bike corrals. The red zones are 15' and, with a 3' buffer for the adjacent parking space, allow 12' for the corral. For a Peak Rack, that would handle 8 bikes (or 4 inverted Us would also do). Mr Davis and Ms Petersen suggested that the SLO Bike Club might contribute funding to purchase bike racks.

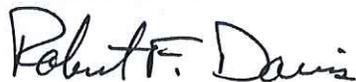
Ms Petersen expressed thanks to whoever trimmed bushes next to the bike path at Morro Shores Motel.

Ms Petersen asked if the City can paint the northbound bike lane on Main Street approaching Quintana. SLO City has painted some of its bike lanes green to improve awareness for motor vehicle drivers and to make transition areas safer for bicyclists. Ms Petersen reported that she was nearly sideswiped by a car recently at this location.

Ms Petersen also noted tall weeds on Hwy 1 going to SLO, just before crossing over Main St. to the on ramp, causing visual impairment for cyclists. She will follow up with Caltrans.

There being no further business, the meeting adjourned at 5:48 pm. Next meeting will be November 4, 2014.

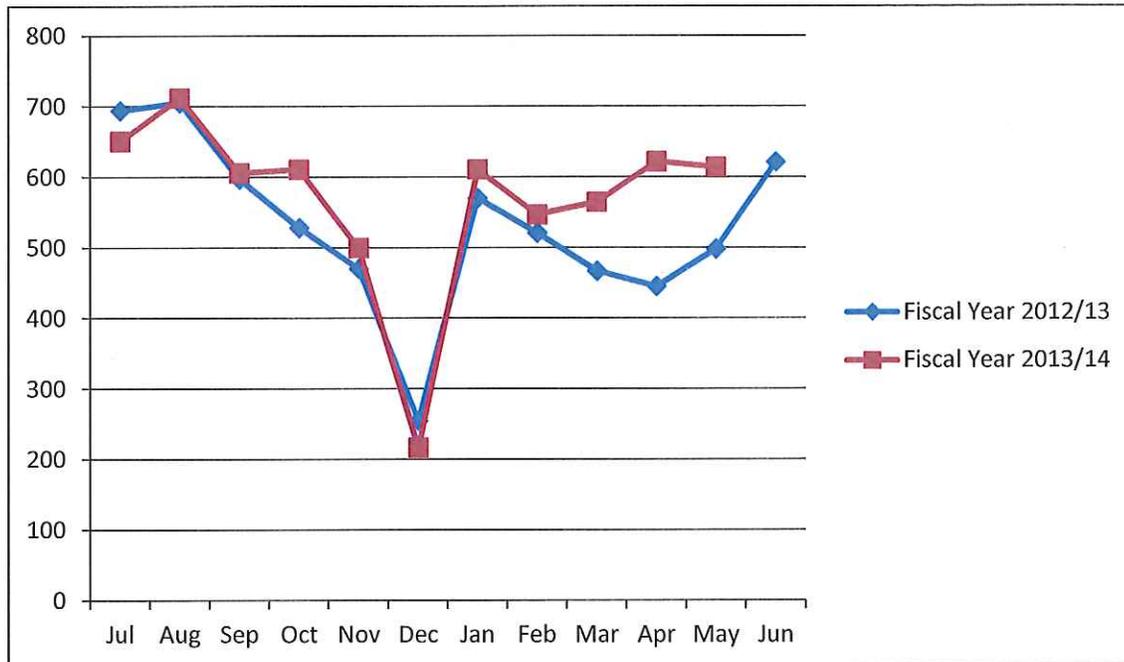
Respectfully submitted,



Robert Fuller Davis
Chair

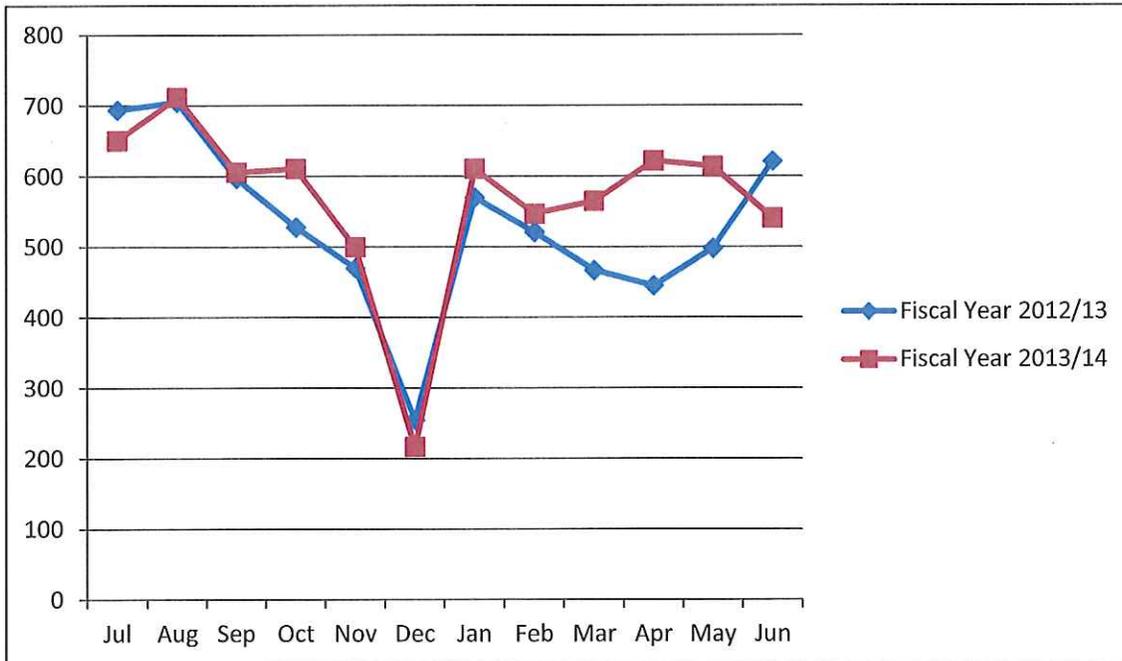
City of Morro Bay
Recreation and Parks Department
Senior Services
PARTICIPATION REPORT
May 2014

| <u>Participations</u> | <u>May '14</u> | <u>May '13</u> | <u>FY 13/14 Total to Date</u> | <u>FY 12/13 Total to Date</u> |
|----------------------------|----------------|----------------|-----------------------------------|-----------------------------------|
| ACES - senior exercise | 97 | 134 | 1127 | 1441 |
| Billards | 147 | 147 | 1274 | 1345 |
| BINGO | 40 | 0 | 494 | 436 |
| Bridge Club | 38 | 44 | 295 | 434 |
| Bunco | 0 | 0 | 0 | 45 |
| Chess Club | 0 | 0 | 0 | 11 |
| Crafters | 4 | 12 | 137 | 147 |
| Dominos Club | 0 | 0 | 0 | 30 |
| Hand & Foot | 41 | 23 | 315 | 294 |
| P.A.C.E. - senior exercise | 136 | 138 | 1488 | 1285 |
| Senior Tai Chi | 111 | 0 | 1126 | 282 |
| | 614 | 498 | 6256 | 5750 |



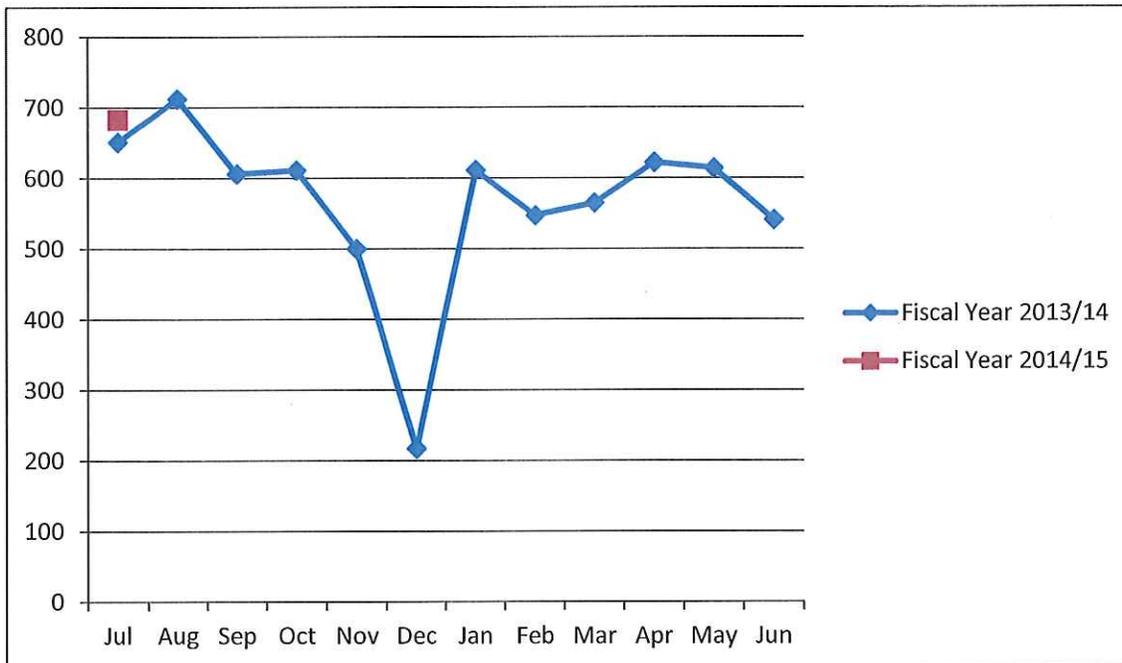
City of Morro Bay
Recreation and Parks Department
Senior Services
PARTICIPATION REPORT
June 2014

| <u>Participations</u> | <u>June'14</u> | <u>June '13</u> | <u>FY 13/14 Total to Date</u> | <u>FY 12/13 Total to Date</u> |
|----------------------------|----------------|-----------------|-----------------------------------|-----------------------------------|
| ACES - senior exercise | 63 | 113 | 1190 | 1554 |
| Billards | 139 | 124 | 1413 | 1469 |
| BINGO | 41 | 42 | 535 | 478 |
| Bridge Club | 16 | 26 | 311 | 460 |
| Bunco | 0 | 0 | 0 | 45 |
| Chess Club | 0 | 0 | 0 | 11 |
| Crafters | 2 | 14 | 139 | 161 |
| Dominos Club | 0 | 0 | 0 | 30 |
| Hand & Foot | 36 | 26 | 351 | 320 |
| P.A.C.E. - senior exercise | 136 | 137 | 1624 | 1422 |
| Senior Tai Chi | 108 | 139 | 1234 | 421 |
| | 541 | 621 | 6797 | 6371 |



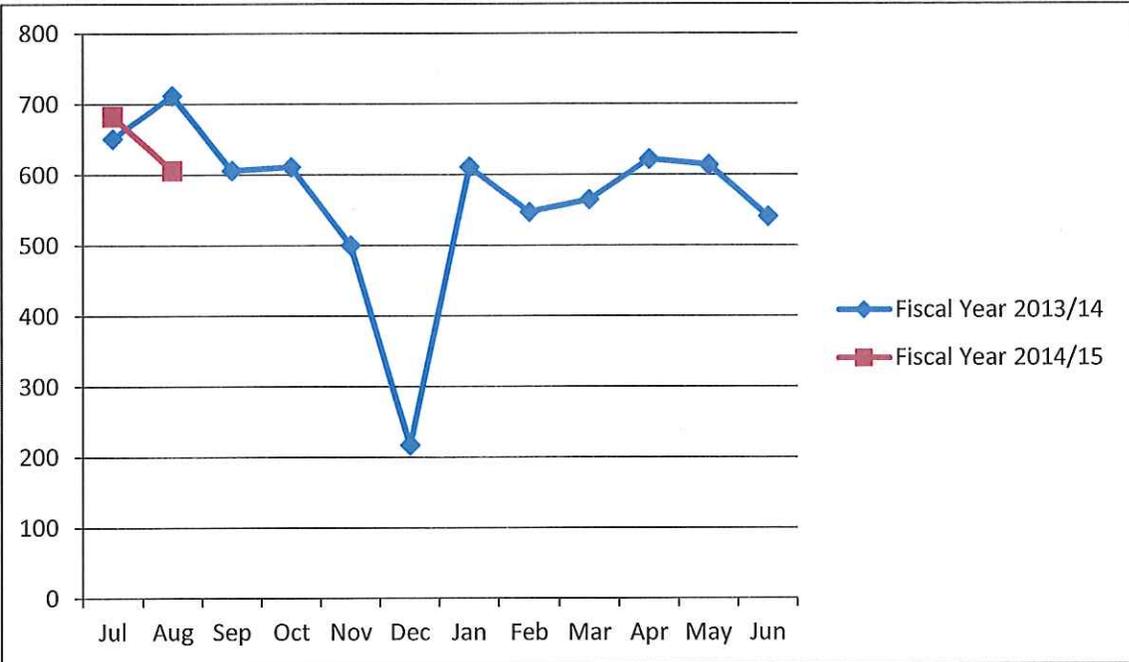
City of Morro Bay
Recreation and Parks Department
Senior Services
PARTICIPATION REPORT
July 2014

| <u>Participations</u> | <u>July'14</u> | <u>July '13</u> | <u>FY 14/15 Total to Date</u> | <u>FY 13/14 Total to Date</u> |
|----------------------------|----------------|-----------------|-----------------------------------|-----------------------------------|
| ACES - senior exercise | 126 | 144 | 126 | 144 |
| Billards | 147 | 145 | 147 | 145 |
| BINGO | 43 | 46 | 43 | 46 |
| Bridge Club | 38 | 26 | 38 | 26 |
| Crafters | 0 | 2 | 0 | 2 |
| Hand & Foot | 41 | 34 | 41 | 34 |
| P.A.C.E. - senior exercise | 186 | 134 | 186 | 134 |
| Senior Tai Chi | 102 | 120 | 102 | 120 |
| | 683 | 651 | 683 | 651 |



City of Morro Bay
 Recreation and Parks Department
Senior Services
 PARTICIPATION REPORT
 August 2014

| <u>Participations</u> | <u>Aug '14</u> | <u>Aug '13</u> | <u>FY 14/15 Total to Date</u> | <u>FY 13/14 Total to Date</u> |
|----------------------------|----------------|----------------|-----------------------------------|-----------------------------------|
| ACES - senior exercise | 108 | 130 | 234 | 274 |
| Billards | 115 | 166 | 262 | 311 |
| BINGO | 44 | 50 | 87 | 96 |
| Bridge Club | 16 | 26 | 54 | 52 |
| Crafters | 2 | 4 | 2 | 6 |
| Hand & Foot | 37 | 30 | 78 | 64 |
| P.A.C.E. - senior exercise | 163 | 154 | 349 | 288 |
| Senior Tai Chi | 121 | 152 | 223 | 272 |
| | 606 | 712 | 1289 | 1363 |





AGENDA NO: A-3

Meeting Date: September 18, 2014

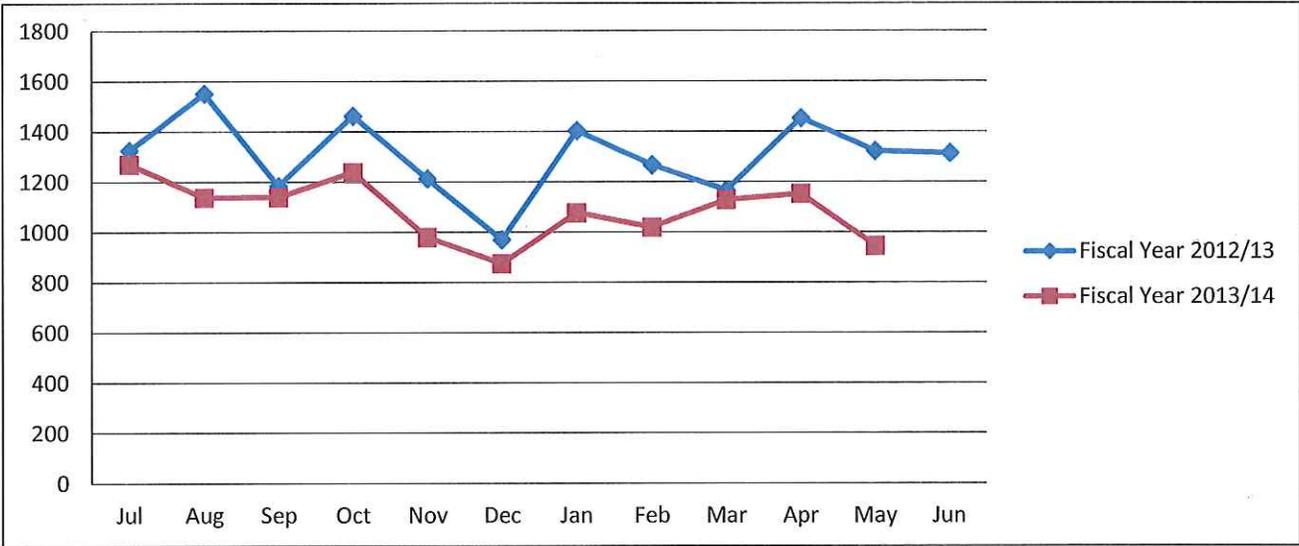
PARTICIPATION REPORTS YOUTH SERVICES

WILL BE AVAILABLE
AT THE MEETING

Thursday, September 18, 2014
@ 5:30 pm

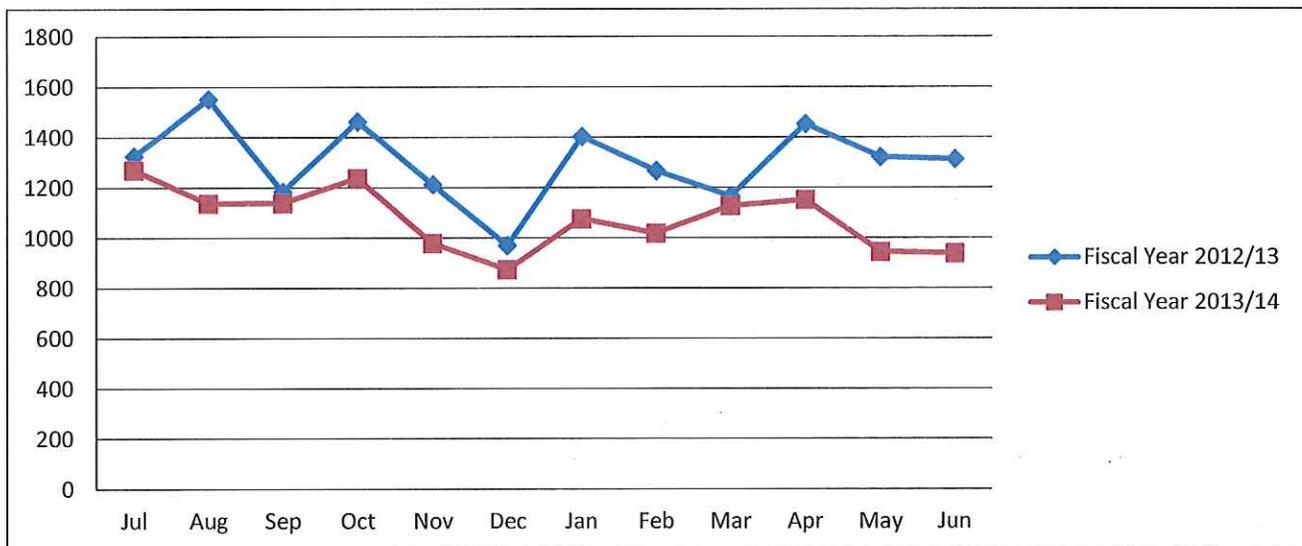
City of Morro Bay
 Recreation and Parks Department
Recreation Classes & Affiliated Clubs
 PARTICIPATION REPORT
 May 2014

| <u>Participations</u> | <u>May '14</u> | <u>May '13</u> | <u>FY 13/14 Total to Date</u> | <u>FY 12/13 Total to Date</u> |
|--------------------------------|----------------|----------------|-----------------------------------|-----------------------------------|
| Art Classes | 31 | 43 | 347 | 525 |
| Aikido | 15 | 16 | 158 | 268 |
| Bellydance Class | 34 | 21 | 304 | 199 |
| Country & Western Line Dancing | 0 | 0 | 97 | 106 |
| Crochet (Beginning) | 0 | 8 | 38 | 57 |
| FIT CLUB/Zumba | 356 | 476 | 4832 | 6551 |
| Flip City Gymnastics | 39 | 42 | 366 | 427 |
| Life Drawing | 40 | 45 | 439 | 473 |
| Music Appreciation | 0 | 0 | 92 | 87 |
| Okinawan Karate for Children | 44 | 90 | 632 | 725 |
| Okinawan Karate | 32 | 45 | 373 | 379 |
| Playday Tennis | 71 | 108 | 1204 | 866 |
| Quilting & Sewing | 0 | 14 | 37 | 185 |
| Quilt Guild | 68 | 102 | 606 | 663 |
| Restorative Yoga | 0 | 49 | 20 | 628 |
| Tennis Lessons | 6 | 8 | 123 | 144 |
| 39+ Dance | 209 | 213 | 2291 | 1988 |
| | 945 | 1280 | 11959 | 14271 |



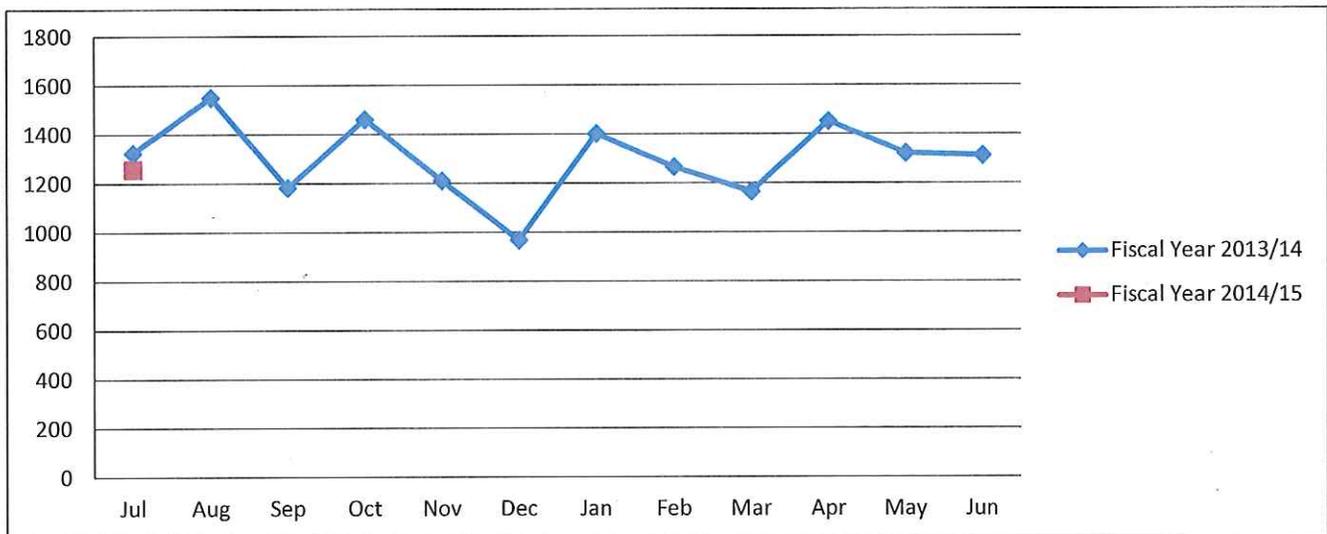
City of Morro Bay
Recreation and Parks Department
Recreation Classes & Affiliated Clubs
PARTICIPATION REPORT
June 2014

| <u>Participations</u> | <u>June '14</u> | <u>June '13</u> | <u>FY 13/14</u> <u>Total to Date</u> | <u>FY 12/13</u> <u>Total to Date</u> |
|--------------------------------|-----------------|-----------------|---|---|
| Art Classes | 39 | 34 | 386 | 559 |
| Aikido | 16 | 21 | 174 | 289 |
| Bellydance Class | 25 | 69 | 329 | 268 |
| Country & Western Line Dancing | 0 | 0 | 97 | 106 |
| Crochet (Beginning) | 1 | 6 | 39 | 63 |
| FIT CLUB/Zumba | 366 | 471 | 5198 | 7022 |
| Flip City Gymnastics | 32 | 32 | 398 | 459 |
| Life Drawing | 31 | 35 | 470 | 508 |
| Music Appreciation | 0 | 0 | 92 | 87 |
| Okinawan Karate for Children | 63 | 64 | 695 | 789 |
| Okinawan Karate | 33 | 56 | 406 | 435 |
| Playday Tennis | 101 | 88 | 1305 | 954 |
| Quilting & Sewing | 4 | 9 | 41 | 194 |
| Quilt Guild | 63 | 98 | 669 | 761 |
| Restorative Yoga | 0 | 13 | 20 | 641 |
| Tennis Lessons | 14 | 8 | 137 | 152 |
| 39+ Dance | 151 | 174 | 2291 | 2162 |
| | 939 | 1178 | 12747 | 15449 |



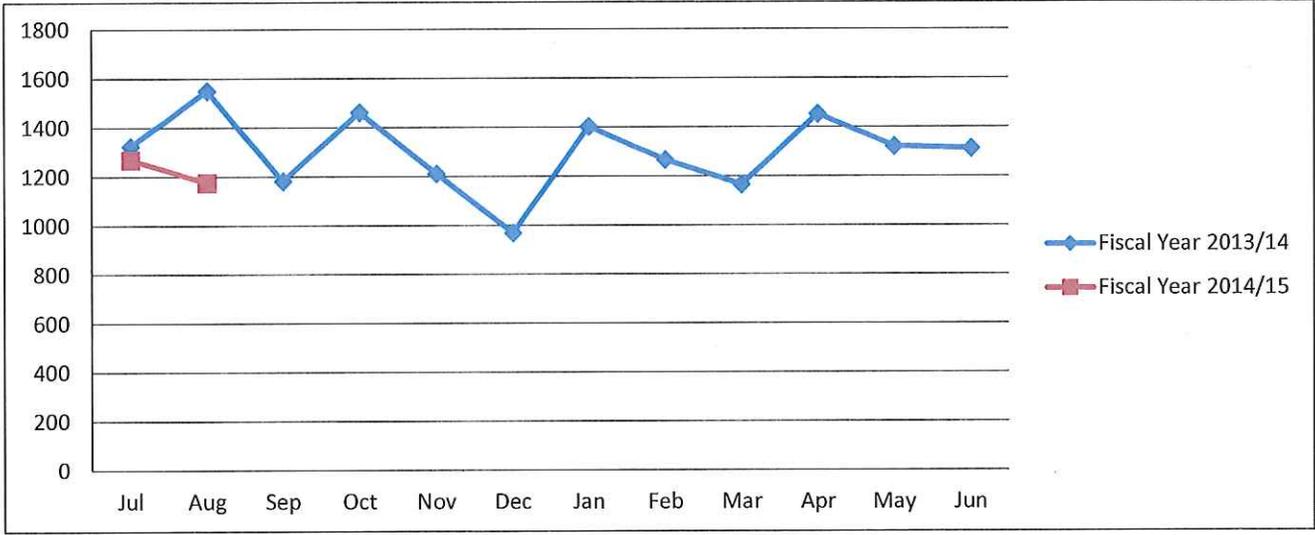
City of Morro Bay
Recreation and Parks Department
Recreation Classes & Affiliated Clubs
PARTICIPATION REPORT
July 2014

| <u>Participations</u> | <u>July '14</u> | <u>July '13</u> | <u>FY 14/15</u> <u>Total to Date</u> | <u>FY 13/14</u> <u>Total to Date</u> |
|--------------------------------|-----------------|-----------------|---|---|
| Acrylics/Watercolor Painting | 33 | 60 | 33 | 60 |
| Aikido | 13 | 19 | 13 | 19 |
| Bellydance Class | 20 | 32 | 20 | 32 |
| Country & Western Line Dancing | 57 | 42 | 57 | 42 |
| FIT CLUB/Zumba | 562 | 658 | 562 | 658 |
| Flip City Gymnastics | 48 | 18 | 48 | 18 |
| Life Drawing | 37 | 42 | 37 | 42 |
| Music Appreciation | 0 | 0 | 0 | 0 |
| Okinawan Karate for Children | 56 | 63 | 56 | 63 |
| Okinawan Karate | 35 | 36 | 35 | 36 |
| Playday Tennis | 101 | 65 | 101 | 65 |
| Quilting & Sewing | 6 | 0 | 6 | 0 |
| Quilt Guild | 43 | 46 | 43 | 46 |
| Tennis Lessons | 24 | 32 | 24 | 32 |
| 39+ Dance | 224 | 137 | 224 | 137 |
| | 1259 | 1250 | 1259 | 1250 |



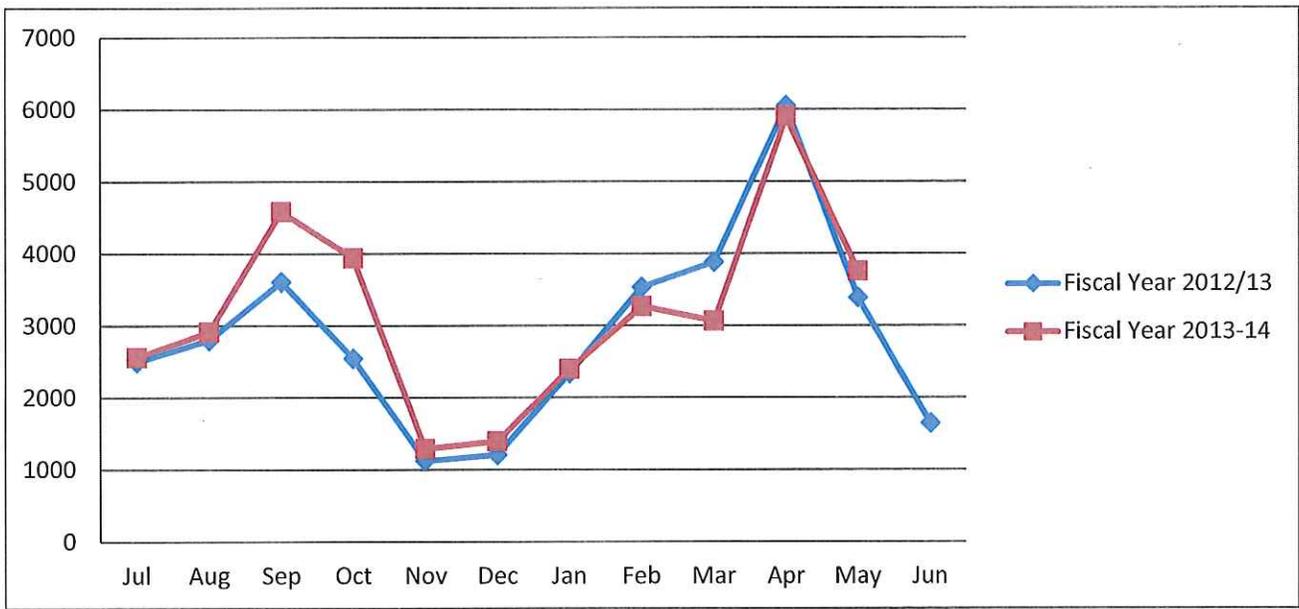
City of Morro Bay
 Recreation and Parks Department
Recreation Classes & Affiliated Clubs
 PARTICIPATION REPORT
 August 2014

| <u>Participations</u> | <u>August '14</u> | <u>August '13</u> | <u>FY 14/15</u> | <u>FY 13/14</u> |
|--------------------------------|-------------------|-------------------|----------------------|----------------------|
| | | | <u>Total to Date</u> | <u>Total to Date</u> |
| Acrylics/Watercolor Painting | 25 | 75 | 58 | 135 |
| Aikido | 14 | 25 | 27 | 44 |
| Bellydance Class | 39 | 28 | 59 | 60 |
| Country & Western Line Dancing | 58 | 64 | 115 | 106 |
| FIT CLUB/Zumba | 496 | 662 | 1058 | 1320 |
| Flip City Gymnastics | 0 | 25 | 48 | 43 |
| Life Drawing | 57 | 52 | 94 | 94 |
| Music Appreciation | 4 | 4 | 4 | 4 |
| Okinawan Karate for Children | 81 | 63 | 137 | 94 |
| Okinawan Karate | 54 | 27 | 89 | 4 |
| Playday Tennis | 88 | 80 | 189 | 145 |
| Quilting & Sewing | 0 | 0 | 6 | 0 |
| Quilt Guild | 46 | 44 | 89 | 90 |
| Tennis Lessons | 24 | 13 | 48 | 45 |
| 39+ Dance | 181 | 277 | 405 | 414 |
| | 1167 | 1439 | 2426 | 2598 |



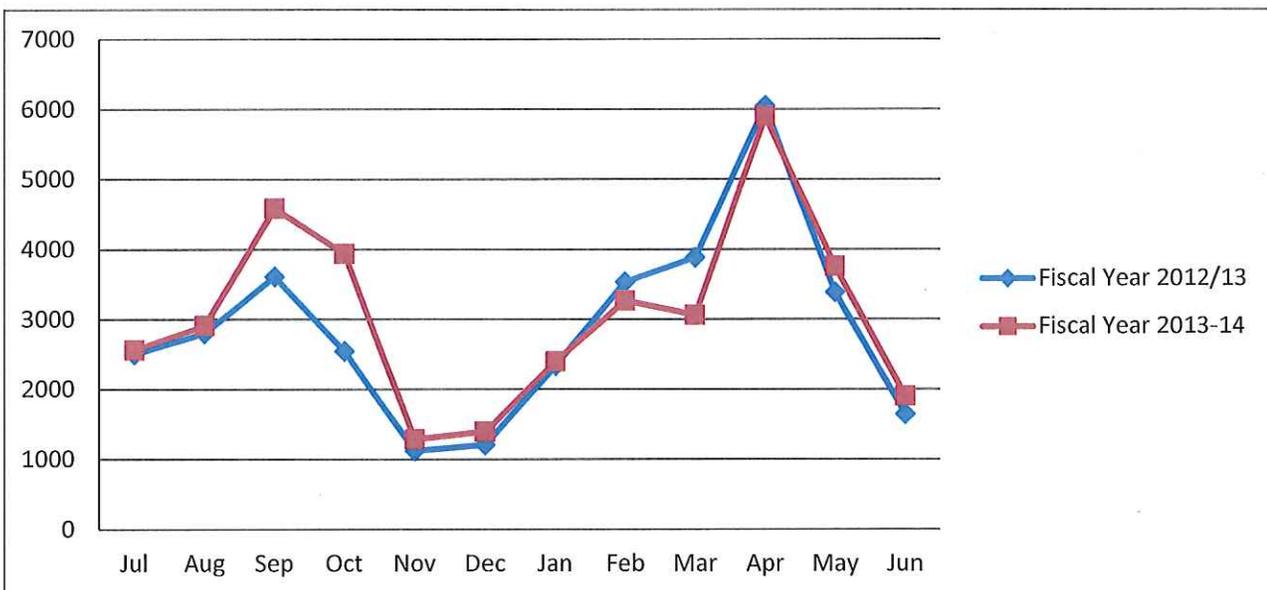
City of Morro Bay
 Recreation and Parks Department
 Youth & Adult Sports Division
 PARTICIPATION REPORT
 May 2014

| <u>Participations</u> | | | FY13/14 | FY12/13 |
|-------------------------------------|---------------|---------------|----------------------|----------------------|
| | <u>14-May</u> | <u>13-May</u> | <u>Total to Date</u> | <u>Total to Date</u> |
| Adult CO-ED Soccer (Winter) | 0 | 0 | 0 | 192 |
| Adult Softball EOS (Spring/Fall) | 0 | 0 | 360 | 510 |
| Adult Softball League (Spring/Fall) | 1260 | 1230 | 6840 | 6900 |
| Beach Camp | 0 | 0 | 195 | 225 |
| Futsal (Spring) | 777 | 904 | 2595 | 1808 |
| Junior Lifeguard (Summer) | 0 | 0 | 1777 | 2013 |
| Middle School Cross Country | 0 | 0 | 254 | 0 |
| Middle School Tennis | 150 | 0 | 435 | 0 |
| Middle School Track and Field | 119 | 73 | 272 | 133 |
| Middle School Volleyball | 0 | 0 | 1807 | 525 |
| Youth Basketball (Winter) | 0 | 0 | 6407 | 6292 |
| Youth Basketball EOS (Winter) | 0 | 0 | 540 | 740 |
| Youth Soccer (Fall) | 0 | 0 | 6347 | 5799 |
| Youth Soccer EOS (Fall) | 0 | 0 | 900 | 688 |
| Youth Softball (Spring) | 783 | 454 | 5347 | 6140 |
| Youth Softball EOS (Spring) | 432 | 400 | 432 | 400 |
| Youth T-ball/Coach Pitch (Spring) | 238 | 256 | 588 | 544 |
| | 3759 | 6053 | 35096 | 32909 |



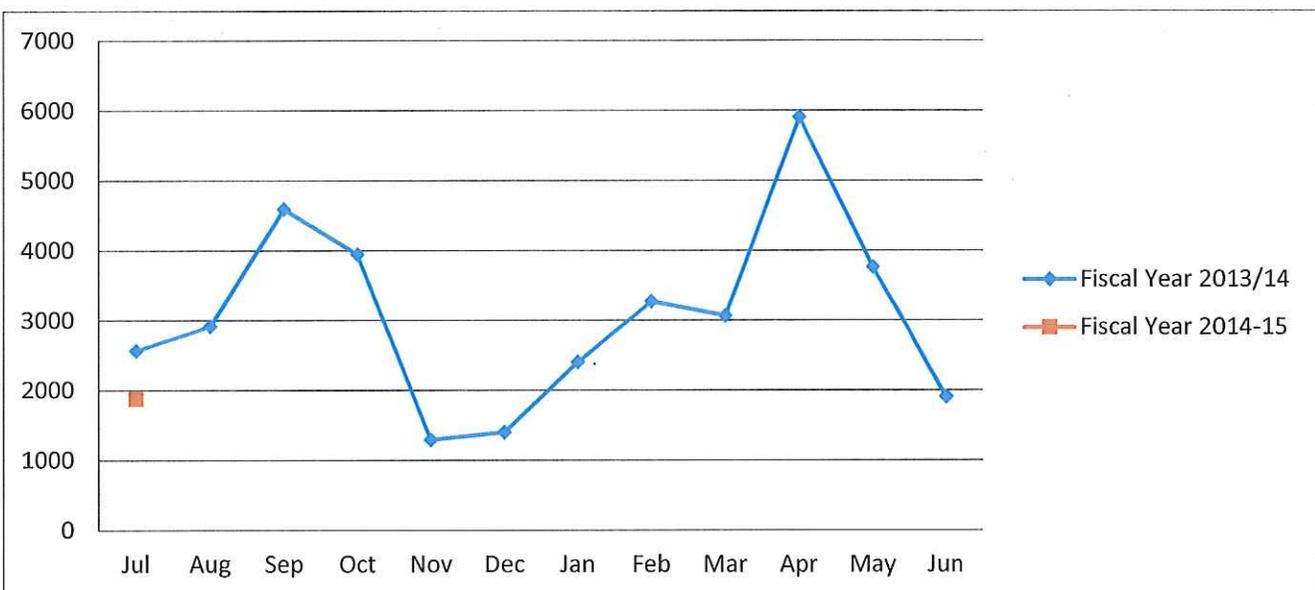
City of Morro Bay
Recreation and Parks Department
Youth & Adult Sports Division
PARTICIPATION REPORT
June 2014

| <u>Participations</u> | <u>14-Jun</u> | <u>13-Jun</u> | <u>FY13/14</u> <u>Total to Date</u> | <u>FY12/13</u> <u>Total to Date</u> |
|-------------------------------------|---------------|---------------|--|--|
| Adult CO-ED Soccer (Winter) | 0 | 0 | 0 | 192 |
| Adult Softball EOS (Spring/Fall) | 270 | 360 | 630 | 870 |
| Adult Softball League (Spring/Fall) | 590 | 360 | 7430 | 7260 |
| Beach Camp | 105 | 80 | 300 | 305 |
| Futsal (Spring) | 0 | 0 | 2595 | 1808 |
| Junior Lifeguard (Summer) | 509 | 460 | 2286 | 2473 |
| Middle School Cross Country | 0 | 0 | 254 | 0 |
| Middle School Tennis | 0 | 0 | 272 | 0 |
| Middle School Track and Field | 0 | 0 | 435 | 133 |
| Middle School Volleyball | 0 | 0 | 1807 | 597 |
| Youth Basketball (Winter) | 0 | 0 | 6407 | 6292 |
| Youth Basketball EOS (Winter) | 0 | 0 | 540 | 740 |
| Youth Soccer (Fall) | 0 | 0 | 6347 | 5799 |
| Youth Soccer EOS (Fall) | 0 | 0 | 900 | 688 |
| Youth Softball (Spring) | 0 | | 5347 | 6140 |
| Youth Softball EOS (Spring) | 432 | 320 | 1184 | 720 |
| Youth T-ball/Coach Pitch (Spring) | 0 | 64 | 588 | 608 |
| | 1906 | 6053 | 37322 | 34625 |



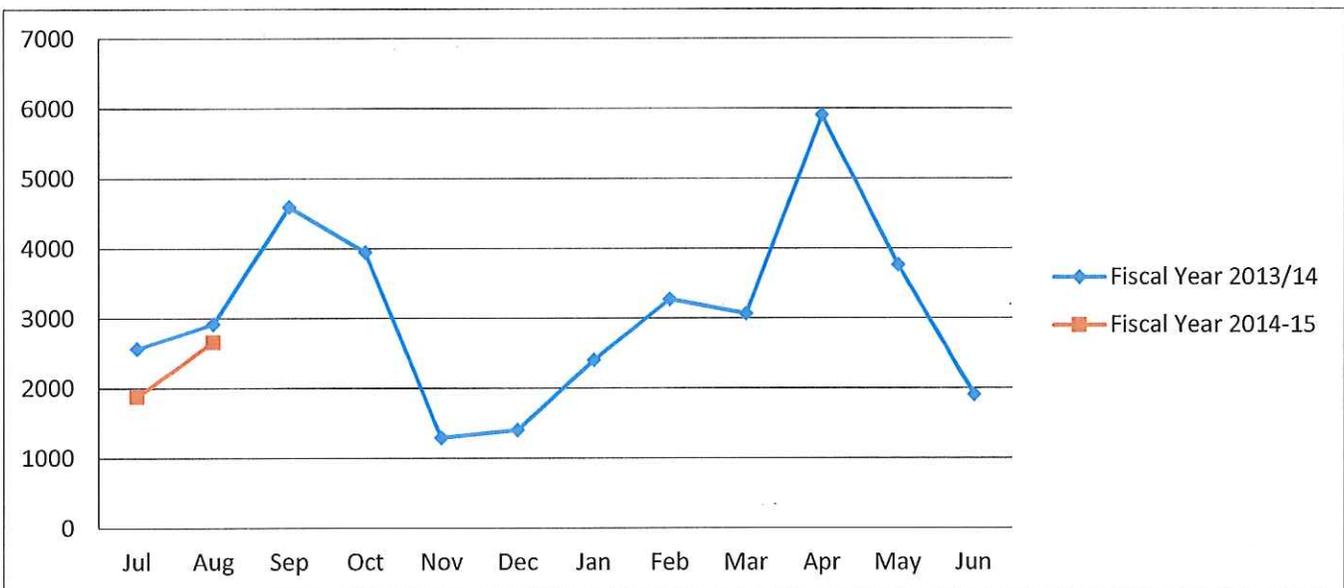
City of Morro Bay
Recreation and Parks Department
Youth & Adult Sports Division
PARTICIPATION REPORT
July 2014

| <u>Participations</u> | <u>14-Jul</u> | <u>13-Jul</u> | <u>FY14/15 Total to Date</u> | <u>FY13/14 Total to Date</u> |
|-------------------------------------|---------------|---------------|----------------------------------|----------------------------------|
| Adult Softball EOS (Spring/Fall) | 90 | 0 | 90 | 0 |
| Adult Softball League (Spring/Fall) | 720 | 1230 | 720 | 1230 |
| Beach Camp | 100 | 75 | 100 | 75 |
| Futsal (Spring) | 0 | 0 | 0 | 0 |
| Junior Lifeguard (Summer) | 968 | 1259 | 968 | 1259 |
| Middle School Cross Country | 0 | 0 | 0 | 0 |
| Middle School Tennis | 0 | 0 | 0 | 0 |
| Middle School Track and Field | 0 | 0 | 0 | 0 |
| Middle School Volleyball | 0 | 0 | 0 | 0 |
| Youth Basketball (Winter) | 0 | 0 | 0 | 0 |
| Youth Basketball EOS (Winter) | 0 | 0 | 0 | 0 |
| Youth Soccer (Fall) | 0 | 0 | 0 | 0 |
| Youth Soccer EOS (Fall) | 0 | 0 | 0 | 0 |
| Youth Softball (Spring) | 0 | 0 | 0 | 0 |
| Youth Softball EOS (Spring) | 0 | 0 | 0 | 0 |
| Youth T-ball/Coach Pitch (Spring) | 0 | 0 | 0 | 0 |
| | 1878 | 2564 | 1878 | 2564 |



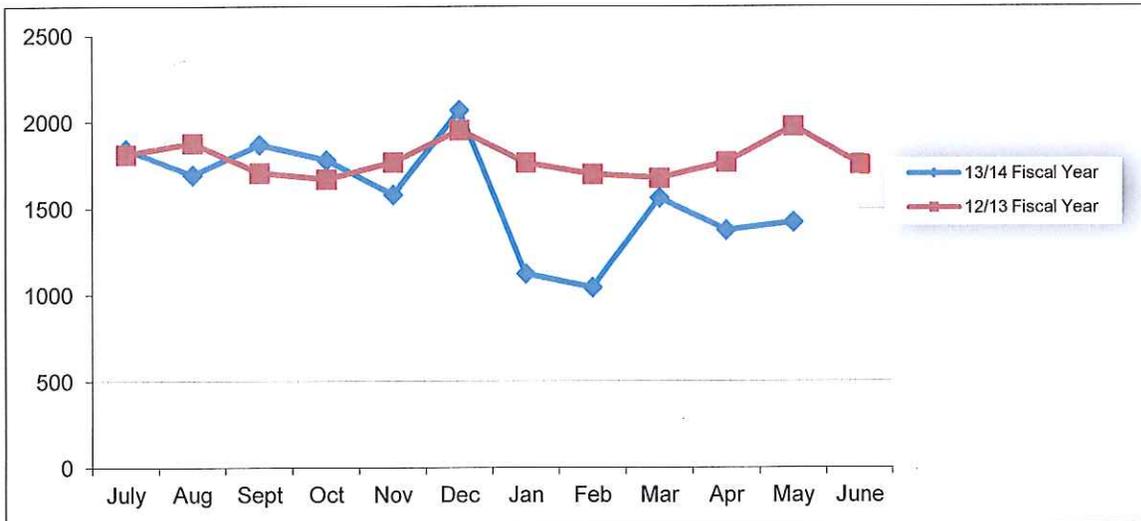
City of Morro Bay
 Recreation and Parks Department
 Youth & Adult Sports Division
 PARTICIPATION REPORT
 August 2014

| <u>Participations</u> | <u>14-Aug</u> | <u>13-Aug</u> | <u>FY14/15</u> <u>Total to Date</u> | <u>FY13/14</u> <u>Total to Date</u> |
|-------------------------------------|---------------|---------------|--|--|
| Adult Softball EOS (Spring/Fall) | 0 | 0 | 90 | 90 |
| Adult Softball League (Spring/Fall) | 1440 | 1560 | 2160 | 2790 |
| Beach Camp | 100 | 120 | 200 | 195 |
| Futsal (Spring) | 0 | 0 | 0 | |
| Junior Lifeguard (Summer) | 342 | 518 | 1310 | 1777 |
| Middle School Cross Country | 0 | 0 | 0 | 0 |
| Middle School Tennis | 0 | 0 | 0 | 0 |
| Middle School Track and Field | 0 | 0 | 0 | 0 |
| Middle School Volleyball | 0 | 0 | 0 | 0 |
| Youth Basketball (Winter) | 0 | 0 | 0 | 0 |
| Youth Basketball EOS (Winter) | 0 | 0 | 0 | 0 |
| Youth Soccer (Fall) | 778 | 718 | 778 | 718 |
| Youth Soccer EOS (Fall) | 0 | 0 | 0 | 0 |
| Youth Softball (Spring) | 0 | 0 | 0 | 0 |
| Youth Softball EOS (Spring) | 0 | 0 | 0 | 0 |
| Youth T-ball/Coach Pitch (Spring) | 0 | 0 | 0 | 0 |
| | 2660 | 2916 | 4538 | 5570 |



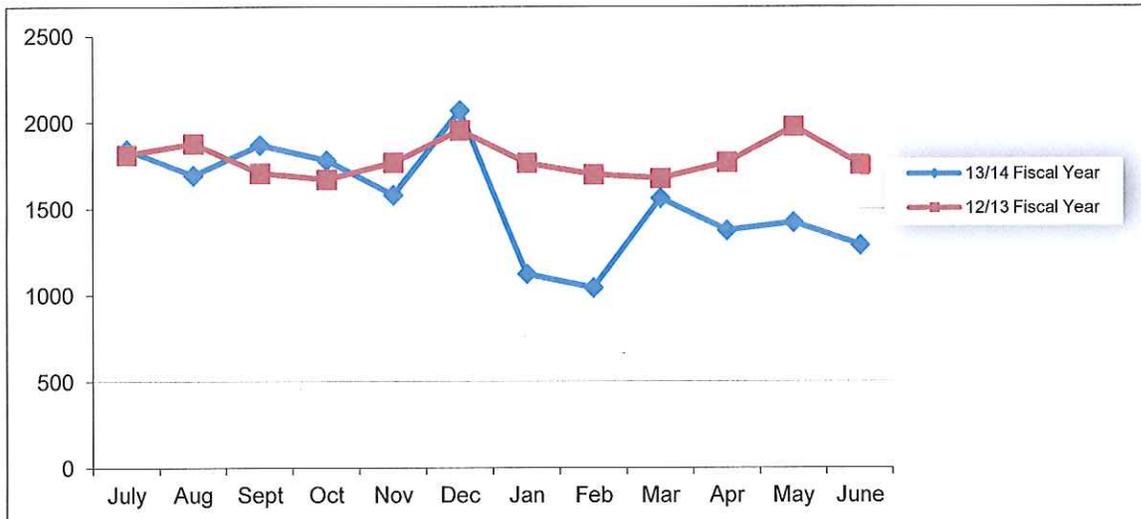
City of Morro Bay
 Recreation and Parks Department
Facilities and Parks
 PARTICIPATION REPORT
 May 2014

| <u>Facilities</u> | <u>Monthly Hours</u> | <u>Hours to Date FY 13/14</u> | <u>Hours to Date FY 12/13</u> | <u>Total Hours Previous FY</u> |
|----------------------------|----------------------|-------------------------------|-------------------------------|--------------------------------|
| MBCC | 727 | 11,282 | 13465 | 14,580 |
| VMB | 186 | 2,637 | 2836 | 3,026 |
| Facilities Subtotal | 913 | 13,919 | 16301 | 17,606 |
| Parks | | | | |
| Lila Keiser | 385 | 2,412 | 2464 | 2,828 |
| Monte Young | 0 | 43 | 150 | 187 |
| Del Mar | 54 | 427 | 381 | 426 |
| City Park | 43 | 326 | 143 | 152 |
| Centennial Parkway | 27 | 248 | 219 | 254 |
| Parks Subtotal | 509 | 3,456 | 3357 | 3,847 |
| Grand Total | 1422 | 17,375 | 19,658 | 21,453 |



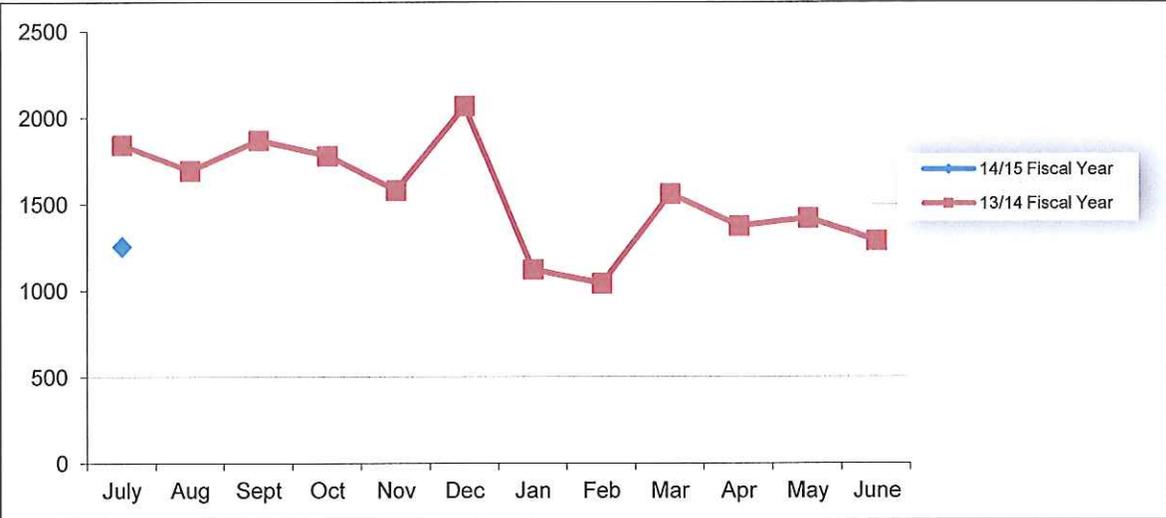
City of Morro Bay
 Recreation and Parks Department
Facilities and Parks
 PARTICIPATION REPORT
 June 2014

| <u>Facilities</u> | <u>Monthly Hours</u> | <u>Hours to Date FY 13/14</u> | <u>Hours to Date FY 12/13</u> | <u>Total Hours Previous FY</u> |
|----------------------------|----------------------|-------------------------------|-------------------------------|--------------------------------|
| MBCC | 572 | 11,854 | 14580 | 14,580 |
| VMB | 265 | 2,902 | 3026 | 3,026 |
| Facilities Subtotal | 837 | 14,756 | 17606 | 17,606 |
| Parks | | | | |
| Lila Keiser | 387 | 2,799 | 2828 | 2,828 |
| Monte Young | 0 | 43 | 187 | 187 |
| Del Mar | 29 | 456 | 426 | 426 |
| City Park | 7 | 333 | 152 | 152 |
| Centennial Parkway | 30 | 278 | 254 | 254 |
| Parks Subtotal | 453 | 3,909 | 3847 | 3,847 |
| Grand Total | 1290 | 18,665 | 21,453 | 21,453 |



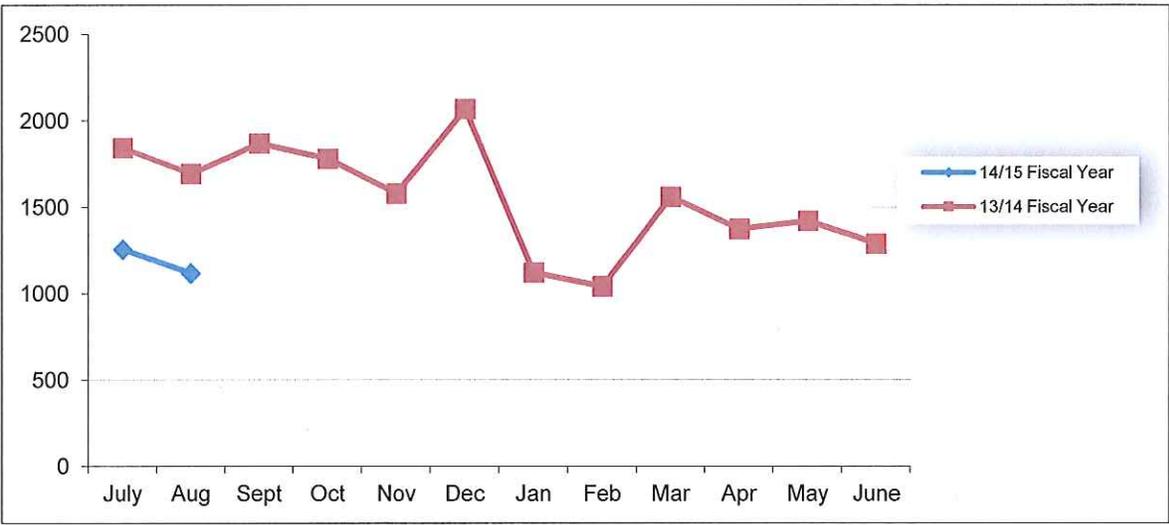
City of Morro Bay
Recreation and Parks Department
Facilities and Parks
PARTICIPATION REPORT
July 2014

| <u>Facilities</u> | <u>Jul '14 Hours</u> | <u>Jul '13 Hours</u> | <u>Hours to Date FY 14/15</u> | <u>Hours to Date FY 13/14</u> |
|----------------------------|--------------------------|--------------------------|-----------------------------------|-----------------------------------|
| MBCC | 463 | 1,128 | 463 | 1,128 |
| VMB | 202 | 177 | 202 | 177 |
| Facilities Subtotal | 665 | 1,305 | 665 | 1,305 |
| Parks | | | | |
| Lila Keiser | 58 | 366 | 407 | 366 |
| Monte Young | 0 | 15 | 0 | 15 |
| Del Mar | 107 | 80 | 107 | 80 |
| City Park | 50 | 56 | 50 | 56 |
| Centennial Parkway | 28 | 24 | 28 | 24 |
| Parks Subtotal | 243 | 541 | 592 | 541 |
| Grand Total | 908 | 1,846 | 1,257 | 1,846 |



City of Morro Bay
 Recreation and Parks Department
Facilities and Parks
 PARTICIPATION REPORT
August 2014

| <u>Facilities</u> | <u>Aug '14 Hours</u> | <u>Aug '13 Hours</u> | <u>Hours to Date FY 14/15</u> | <u>Hours to Date FY 13/14</u> |
|----------------------------|--------------------------|--------------------------|-----------------------------------|-----------------------------------|
| MBCC | 458 | 1,057 | 921 | 2,185 |
| VMB | 175 | 215 | 377 | 392 |
| Facilities Subtotal | 633 | 1,272 | 1298 | 2,577 |
| Parks | | | | |
| Lila Keiser | 358 | 290 | 765 | 656 |
| Monte Young | 0 | 12 | 0 | 27 |
| Del Mar | 57 | 67 | 164 | 147 |
| City Park | 30 | 26 | 80 | 82 |
| Centennial Parkway | 41 | 29 | 69 | 53 |
| Parks Subtotal | 486 | 424 | 1078 | 965 |
| Grand Total | 1119 | 1,696 | 2,376 | 3,542 |





AGENDA NO: A-4

Meeting Date: September 18, 2014

DEPARTMENT PROGRAM/PROJECT STATUS REPORT

WILL BE AVAILABLE
AT THE MEETING

Thursday, September 18, 2014
@ 5:30 pm



Monthly Energy Production Report for Rockies

Enphase Energy maximizes your solar energy production and keeps you informed about your system. Your monthly energy report shows how your system performed and how much you contributed to offsetting the global carbon footprint.

For more details on these production results, please visit your [Enphase® system](#).

| Week | Peak Power | Energy Produced |
|------------------------------|------------|-----------------|
| 06/01/2014 - 06/07/2014 | 5.18 kW | 228 kWh |
| 06/08/2014 - 06/14/2014 | 5.15 kW | 204 kWh |
| 06/15/2014 - 06/21/2014 | 5.12 kW | 237 kWh |
| 06/22/2014 - 06/28/2014 | 5.12 kW | 260 kWh |
| 06/29/2014 - 06/30/2014 | 5.04 kW | 71.7 kWh |
| June 2014 Total: | | 1.00 MWh |
| Previous Month Total: | | 1.11 MWh |
| Year to Date: | | 5.19 MWh |

Your **Carbon Offset** for this month: 1,524 lbs

You have offset the equivalent of: **18 Trees**



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Monthly Energy Production Report for Rockies

Enphase Energy maximizes your solar energy production and keeps you informed about your system. Your monthly energy report shows how your system performed and how much you contributed to offsetting the global carbon footprint.

For more details on these production results, please visit your [Enphase® system](#).

| Week | Peak Power | Energy Produced |
|------------------------------|------------|-----------------|
| 07/01/2014 - 07/07/2014 | 5.04 kW | 204 kWh |
| 07/08/2014 - 07/14/2014 | 5.11 kW | 210 kWh |
| 07/15/2014 - 07/21/2014 | 5.06 kW | 197 kWh |
| 07/22/2014 - 07/28/2014 | 5.06 kW | 220 kWh |
| 07/29/2014 - 07/31/2014 | 4.91 kW | 80.3 kWh |
| July 2014 Total: | | 911 kWh |
| Previous Month Total: | | 1.00 MWh |
| Year to Date: | | 6.10 MWh |

Your **Carbon Offset** for this month: 1,388 lbs

You have offset the equivalent of: **16 Trees**



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Monthly Energy Production Report for Rockies

Enphase Energy maximizes your solar energy production and keeps you informed about your system. Your monthly energy report shows how your system performed and how much you contributed to offsetting the global carbon footprint.

For more details on these production results, please visit your [Enphase® system](#).

| Week | Peak Power | Energy Produced |
|------------------------------|------------|-----------------|
| 08/01/2014 - 08/07/2014 | 5.01 kW | 188 kWh |
| 08/08/2014 - 08/14/2014 | 5.08 kW | 222 kWh |
| 08/15/2014 - 08/21/2014 | 5.06 kW | 226 kWh |
| 08/22/2014 - 08/28/2014 | 5.00 kW | 226 kWh |
| 08/29/2014 - 08/31/2014 | 5.00 kW | 100 kWh |
| August 2014 Total: | | 963 kWh |
| Previous Month Total: | | 911 kWh |
| Year to Date: | | 7.07 MWh |

Your **Carbon Offset** for this month: 1,468 lbs

You have offset the equivalent of: **17 Trees**



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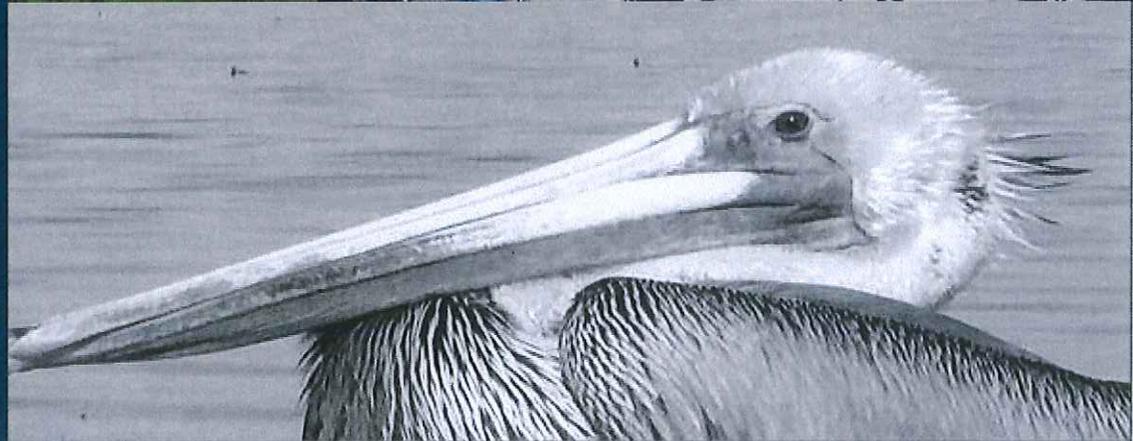
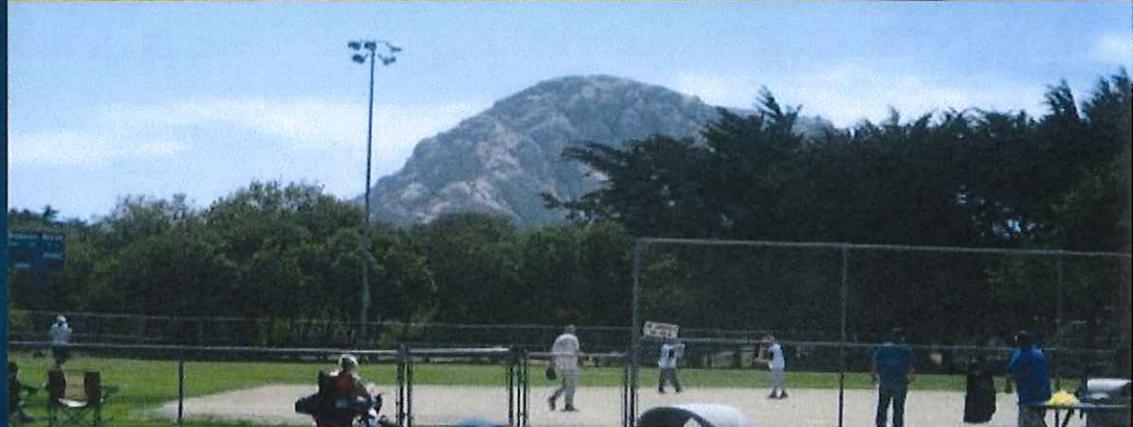
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May 2014

Economic Impact Analysis - Annual Statistics Summer 2013 - Morro Bay Softball Tournaments



Prepared by:
John DiNunzio
Seitu Coleman



JOHNNY B. GREEN
JBG Research &
Consulting



Photography provided by "Ken" -
Life After Fifty (LAF)

JBG Research & Consulting
ECONOMIC DEVELOPMENT, BIKE & TRAIL

May 15, 2014

Jamie L. Irons, Mayor
City Hall
595 Harbor Street
Morro Bay, CA 93442

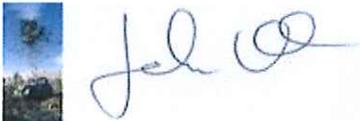
Dear Mayor Irons:

Last summer, while under contract as the Economic Development Manager for the City of Morro Bay in partnership with the Chamber of Commerce, I worked with the Parks and Recreation department to trial this research methodology.

During last year's summer Softball tournament (2013), the City of Morro Bay's economy gained an estimated \$1,68m in taxable sales due to the visitation of 175 teams and 3,375 of players.

The following report, compiled with the assistance of Calpoly student Seitu Coleman introduces the results of a research methodology introduced in April 2013 Event Planners workshop and piloted over the summer with the assistance from Parks and Rec staff, Lion's club and team coaches to name a few.

In my view, all City sponsored tournaments and special events would benefit from a standardized survey instrument, like the method trialed here, in order to replace anecdote with quantifiable data to better assess the underlying economic impact for the business community and residents of Morro Bay. There is also a latent opportunity for the business community to offer a coupon book to softball players.

A small square photograph of a landscape with a blue sky and green trees is positioned to the left of a handwritten signature in blue ink. The signature appears to read 'John DiNunzio'.

John DiNunzio, Director
JBG Research & Consulting
1243 5th Street
Los Osos, CA 93402
534-1628
www.johnnybgreen.com

Acknowledgments: City of Morro Bay Parks and Rec Dept. , Lions Club of Morro Bay, Morro Bay Chamber of Commerce, City of Morro Bay, Joe Woods, Karen Sweeny, Craig Schmidt, Karen Moss, Joan Solu, Lisa Winn (+Molly), Hank Roth, Mike Dozier, (Life After Fifty & Office of Community and Economic Development CSU Fresno), all photos provided by Ken, Life After Fifty LAF!

May 15, 2014
Economic Impact Analysis - Annual Statistics
Summer 2013 - Morro Bay Softball Tournaments

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SUMMARY

For the purpose of recording the economic impact of sports events in the City of Morro Bay, a survey was distributed to participants of events that occurred on July 3, July 11, and August 23 of 2013. The survey was modeled after the good practices of measuring economic impacts of recreational events as discussed by Crompton (2010). Such surveys will aid the City of Morro Bay in identifying which recreational events provide the greatest benefits for given public investments, and improving the quality of life for the community.

SURVEY RESULTS

A total of 71 respondents filled out the survey. Of those 71 respondents, 63 were identified as athletes one as a coach, one volunteer, and five Project Surf Camp participants. The sample used to calculate the economic impact of the sporting events includes the 63 athletes and one volunteer, for a total of 64. Regarding the exclusion of some respondents, expenditures recorded by coaches could include admissions fees and lodging fees for an entire team. It is likely that the payment for these fees came from contributions of the team members, or athletes. Since including expenditures by coaches could lead to a double-counting of expenditures for admissions and lodging, it was decided that leaving out coach expenditures was appropriate. The rest of the respondents' surveys were discarded because it was determined that their main reason for attending was not directly attributed to the recreational event, and therefore their contribution to the city's economy was not caused by the recreational event.

The average number of days that the 64 participants recorded they would stay for the recreational event was two days. For the number of nights that the participants stayed for the recreational event, the responses were spatially divided into three categories: 1) Number of nights spent in the City of Morro Bay, 2) Number of nights spent in the City of San Luis Obispo, and 3) Number of nights spent elsewhere in San Luis Obispo County. The results are summarized in Table 1.

| How many nights will you be staying in the area? | | |
|--|------------------|----------------|
| Answer Options | Response Average | Response Count |
| City of Morro Bay | 1.96 | 53 |
| City of San Luis Obispo | 1.33 | 3 |
| Elsewhere in San Luis Obispo County | 1.25 | 4 |
| <i>answered question</i> | 60 | |
| <i>skipped question</i> | 4 | |
| <i>Response Rate</i> | 94% | |

Table 1. Responses to the number of nights stayed per participant.

From Table 1, of the 60 event participants that responded to the survey, four did not answer the question of how many nights they would be staying in the area, for a response rate of 94 percent. 53 stated that they spent on average 1.96 nights in the City of Morro Bay. Three event participants stated that they spent an average of 1.33 nights in the City of San Luis Obispo. Four event participants spent an average of 1.25 nights elsewhere in San Luis Obispo County. Of those that stayed elsewhere in San Luis Obispo County, one stayed in San Simeon, one in Atascadero, and two in Santa Maria.

| How many days will you be at this event? | |
|--|------|
| 2.33 | |
| answered question | 64 |
| Response Rate | 100% |

Table 2. The average number of days attended.

Table 2 shows the average number of days (2.33) that the 63 athletes and one volunteer spent attending the sporting events. The question had a 100 percent response rate.

Table 3 shows the count of respondents in regard to where they spent their nights. 40 respondents noted that they stayed in a motel or hotel, four with friends and relatives, six in a campground, two in a vacation rental home or recreational vehicle, and one at home. The question had 53 respondents, for a response rate of 17 percent.

| Where will you be staying? | |
|----------------------------|----------------|
| Answer options | Response Count |
| Motel/hotel | 40 |
| With friends/relatives | 4 |
| Camping | 6 |
| Vacation rental / RV park | 2 |
| Home | 1 |
| answered question | 53 |
| skipped question | 11 |
| Response Rate | 17% |

Table 3. Counts of where respondents stayed at night.

For the question of group size, the average number of people in a group was found to be four. 62 event participants responded, for a response rate of 97 percent.

Table 4 depicts a summary of the expenditures of event participants. The expenditures are divided by type (e.g. Admission/Entry Fee, Restaurants, Bars, Concessions, Night Clubs, etc.) and by whether they took place inside or outside the City of Morro Bay.

| Type of Expenditure | Amount Spent in the City of Morro Bay | | Amount Spent outside the City of Morro Bay | |
|---|---------------------------------------|----------------------|--|----------------------|
| | Response Total | Response Percentages | Response Total | Response Percentages |
| A. Admission/Entry Fee | \$5,336 | 9% | \$200 | 5% |
| B. Restaurants, bars, concessions, night clubs | \$16,265 | 26% | \$1,865 | 45% |
| C. Groceries | \$2,320 | 4% | \$660 | 16% |
| D. Retail shopping (clothing, souvenirs, gifts, etc.) | \$4,120 | 7% | \$579 | 14% |
| E. Lodging expenses (hotel, motel, B&B, camping, etc.) | \$26,737 | 43% | \$520 | 12% |
| F. Gas and Oil (auto, RV, boats) | \$6,075 | 10% | \$320 | 8% |
| G. Private auto expenses (repairs, parking fees, etc.) | \$450 | 1% | \$5 | 0% |
| H. Rental car expenses, taxis | \$100 | 0% | \$40 | 1% |
| I. Any other expenses please identify (i.e. recreational activities, kayak, fishing, family photos, cruise bay, etc.) | \$1,140 | 2% | \$- | 0% |
| Total | \$62,543 | 100% | \$4,189 | 100% |

Table 4. Breakdown of expenditures by event participants.



According to Table 4, Type B expenses, as well as Type E expenses made up the greatest proportion of expenditures within Morro Bay. 26 percent and 43 percent of total expenditures in Morro Bay by event participants fell under Type B and Type E, respectively. These expenses (restaurants and lodging) suggest that the spenders travelled from outside of Morro Bay. The next most significant type of expenses within Morro Bay was Type F, or gasoline and oil, at ten percent of total expenditures within Morro Bay. This again suggests that the event participants are from outside of Morro Bay. The most significant expenditure type outside of Morro Bay was Type B, at 45 percent of total expenses outside of Morro Bay. Other modest expenses include Type C, Type D, Type E, and Type F expenditures, ranging from eight percent to 16 percent of total expenditures outside of Morro Bay.

| Would you have come to the City of Morro Bay AT THIS TIME even if this event had not been held? | |
|---|-----|
| Yes | 15 |
| No | 25 |
| Time Switchers | 38% |
| <i>answered question</i> | 40 |
| <i>skipped question</i> | 24 |
| <i>Response Rate</i> | 63% |

Table 5. Answers regarding visiting Morro Bay at the time of the event.

When asked if they would have come to the City of Morro Bay at the time of the event even if it had not been held, 15 respondents answered “Yes,” while 25 respondents answered “No.” 24 of the event survey respondents failed to answer the question, for a response rate of 63 percent. The results are tabulated in Table 5.

| "Yes," did you stay longer in the City of Morro Bay than you would have done if this event had not been held? | |
|---|-----|
| Yes | 10 |
| No | 4 |
| <i>answered question</i> | 14 |
| <i>skipped question</i> | 7 |
| <i>Response Rate</i> | 67% |

Table 6. Answers regarding whether or not respondents who stayed longer due to the event.

Survey participants who answered “Yes” to the question in Table 5 were asked if they stayed longer in Morro Bay due to the sports event. Ten respondents answered “Yes,” while four respondents answered “No.” Of the 21 participants who answered “Yes” to the question in Table 5, seven failed to answer the question. The response rate is 67 percent.

EXPENDITURES

| Expenditures in Morro Bay | | |
|---|----------------|---|
| Answer Options | Response Total | Direct expenditures per participant-event day |
| A. Admission/Entry Fee | \$5,336.00 | \$83.38 |
| B. Restaurants, Bars, Concessions, Night Clubs | \$16,265.00 | \$254.14 |
| C. Groceries | \$2,320.00 | \$36.25 |
| D. Retail Shopping (clothing, souvenirs, gifts, etc.) | \$4,120.00 | \$64.38 |
| E. Lodging Expenses (hotel, motel, B&B, camping, etc.) | \$26,737.00 | \$417.77 |
| F. Gas and Oil (auto, RV, Boats) | \$6,075.00 | \$94.92 |
| G. Private Auto Expenses (repairs, parking fees, etc.) | \$450.00 | \$7.03 |
| H. Rental Car Expenses, Taxis | \$100.00 | \$1.56 |
| I. Any Other Expenses please identify (i.e. recreational activities, kayak, fishing, family photos, cruise bay etc..) | \$1,140.00 | \$17.81 |
| Total | \$62,543.00 | |
| Average Yield in Participant Spending per Event Day (n=64) | | \$498.59 |

Table 7. The direct expenditures of participants per day in Morro Bay.

Table 7 depicts the results to find the amount of expenditures by each participant per one day event in Morro Bay. The sample used includes the 63 athletes and one volunteer. All of their expenditures by type were aggregated. A total of \$62,543 was expended in Morro Bay. The expenditures were then divided by the sample size (64) to obtain the direct expenditures per one day event by type. The expenditures were then summed and divided by the average number of nights stayed in Morro Bay by event participants (Table 1) to obtain the total average spending in Morro Bay by participant per one day event, which is \$498.59 per participant-day.



| Expenditures outside of Morro Bay | | |
|---|----------------|---|
| Answer Options | Response Total | Direct expenditures per participant-event day |
| A. Admission/Entry Fee | \$200.00 | \$3.13 |
| B. Restaurants, Bars, Concessions, Night Clubs | \$1,865.00 | \$29.14 |
| C. Groceries | \$660.00 | \$10.31 |
| D. Retail Shopping (clothing, souvenirs, gifts, etc.) | \$579.00 | \$9.05 |
| E. Lodging Expenses (hotel, motel, B&B, camping, etc.) | \$520.00 | \$8.13 |
| F. Gas and Oil (auto, RV, Boats) | \$320.00 | \$5.00 |
| G. Private Auto Expenses (repairs, parking fees, etc.) | \$5.00 | \$0.08 |
| H. Rental Car Expenses, Taxis | \$40.00 | \$0.63 |
| I. Any Other Expenses please identify (i.e. recreational activities, kayak, fishing, family photos, cruise bay etc..) | \$0.00 | \$0.00 |
| Total | \$4,189.00 | |
| Average Yield in Participant Spending per Event Day (n=64) | | \$50.91 |

Table 8. The direct expenditures of participants per day outside of Morro Bay.

Table 8 shows the expenditures that athletes made outside of Morro Bay. The expenditures data comes from the sample that was used in Table 7. The total expenditures outside of Morro Bay amounts to \$4,189. Each expenditure by type was divided by the sample size (64). The results were then totaled and divided by the average number of nights spent outside of Morro Bay (1.29) to reach \$50.91 of average yield in participant spending per one day event.

| Expenditures | | |
|----------------------|---------------------------|------------|
| Location | Per Participant-Event Day | Percentage |
| In Morro Bay | \$498.59 | 91% |
| Outside of Morro Bay | \$50.91 | 9% |
| Total | \$549,50 | 100% |

Table 9. The proportion of expenditures.

Using the figures from Table 7 and Table 8, Table 9 segments the expenditures by location and shows the proportions of each. The average event participant spent 91 percent of her total expenditures per event day in Morro Bay, while nine percent of expenditures were transacted outside of Morro Bay.

PROJECTIONS

| 2013 Lila Keiser Park Softball/Baseball Complex Tournament Usage | | | | | | |
|--|-------------|---|---------------|--------------|---------------|------------|
| Date | Description | Event Name | Sample Survey | Teams | Players | Games Days |
| May 25-26 | Baseball | Gabe Gonzales Tournament | | | | 2 |
| June 15-16 | Softball | Coast Summer Slam | X | 31 | 589 | 58 2 |
| June 29-30 | Softball | Central California ASA Tournament | X | 14 | 266 | 36 2 |
| July 6-7 | Baseball | Gabe Gonzales Tournament | | | | 2 |
| July 20-21 | Softball | Central California ASA Tournament | | 12 | 228 | 31 2 |
| July 27-28 | Baseball | Triple Crown Sports Youth Baseball Tournament | | | | 2 |
| Aug 10-11 | Baseball | Gabe Gonzales Tournament | | | | 2 |
| Aug 24-25 | Softball | Central California ASA Tournament | X | 10 | 190 | 25 2 |
| Aug 31-Sept 1 | Softball | Labor Day Classic | | 21 | 399 | 41 2 |
| Sept 21-22 | Softball | Central California ASA Tournament | | 9 | 171 | 24 2 |
| Oct 5-6 | Baseball | Triple Crown Sports Youth Baseball Tournament | | | | 2 |
| Total | | | | 97 | 1,843 | |
| Average | | | | 16.17 | 307.17 | |

Table 10. 2013 Lila Keiser Complex Tournament Usage.

Table 10 depicts data from the 2013 softball and baseball tournament season at Lila Keiser Park. Assuming that the number of players per team was 19 (according to regulations by the Morro Bay Parks & Recreation Department), the number of players during each event was derived. Given the available data, the total number of players during the season was 1,843.

| 2013 Lila Keiser Park Softball/Baseball Complex Tournament Data | | | | | | |
|---|-----------------------|-----------------|----------------------------|-------------------|---------------------------|-----------------------|
| Average Number of Teams per Tournament | Number of Tournaments | Number of Teams | Number of Players per Team | Number of Players | Number of Tournament Days | Number of Player-Days |
| 16.17 | 11.00 | 177.83 | 19.00 | 3,378.83 | 1.96 | 6,622.51 |

Table 11. Figures from Lila Keiser Park 2013 Tournament Data.

Table 11 shows the results from calculations of Lila Keiser Park Softball/Baseball Complex Tournament data during 2013. The average number of teams in each tournament was 16.17 teams. Given this and the total number of tournaments held at the complex (11), 177.83 teams participated in events at the complex in 2013. The number of teams was multiplied by the number of players per team (19) to obtain the number of players (3,378.83). Each tournament was approximately two days long, leading there to be 6,622.51 player-days during the 2013 season.

| Yield from 2013 Lila Keiser Park Tournaments | | | |
|--|---|----------------------------|-----------|
| Expenditures per Participant-Day | Total Number of Participants During Study | Expenditures During Season | |
| In Morro Bay | \$254.09 | 1,672 | \$424,901 |
| Outside of Morro Bay | \$25.94 | 171 | \$4,430 |
| Total | | | \$429,331 |

Table 12. Yield from participant expenditures of tournaments.

The yield of participant expenditures from 2013 Lila Keiser Park Tournaments is tabulated in Table 12. The expenditures per participant-day by location (from Table 7 and Table 8) are multiplied by the total number of participants during the study. Event participants spent \$424,901 in Morro Bay, while they also spent \$4,430 outside of Morro Bay, for a total of \$429,331 in expenditures.

| Estimated Economic Impact of 2013 Softball Tournaments | | |
|--|-----------------------|-----------------------|
| Expenditures per Participant-Day | Number of Player-Days | Total Economic Impact |
| \$254.09 | 6,622.51 | \$1,682,705.19 |

Table 13. The economic impact of 2013 softball tournaments.

Table 13 presents the estimated economic impact of softball tournaments in Morro Bay in 2013. The expenditures per participant-day is multiplied by the number of player-days to obtain the total economic impact of \$1,682,705.19.



Sports Tournament/Special Event

10 Easy Questions



To better understand the economic impact of the sports tournament/special event, we are interested in finding out the approximate amount of money you and other visitors in your immediate group will spend, including travel to and from your home. We understand that this is a difficult question, but please do your best because your responses are very important to our efforts.

1. Which of the following are you (check one): athlete spectator coach vendor exhibitor
referee/umpire media person sponsor other

2. How many days will you be at this event? ____ days

3. How many nights will you be spending in: Morro Bay ____ nights City of San Luis Obispo ____ nights
 elsewhere in SLO County (*indicate where*) _____ for ____ nights

4. Where will you be staying (check one): motel/hotel with friends/relatives state park campgrounds
bed and breakfast vacation rental/RV park

5. How many people (**including yourself**) are in your immediate group? (this is the number of people for whom you typically pay the bills, e.g., your family or close friends) _____ people.

6. What is the ZIP code at your home address? _____

7. What is the name of your team? _____

8. DURING THE COURSE OF YOUR VISIT, WHAT IS THE APPROXIMATE AMOUNT YOUR **IMMEDIATE GROUP** WILL SPEND IN EACH OF THE FOLLOWING CATEGORIES:

| TYPE OF EXPENDITURE | Amount \$ spent in Morro Bay, CA | Amount \$ spent outside Morro Bay, CA |
|---|----------------------------------|---------------------------------------|
| A. Admission/Entry Fees | | |
| B. Restaurants, Bars, Concessions, Night Clubs | | |
| C. Groceries | | |
| D. Retail Shopping (clothing, souvenirs, gifts, etc.) | | |
| E. Lodging Expenses (hotel, motel, B&B, state park camp. | | |
| F. Gas and Oil (auto, RV, boats) | | |
| G. Private Auto Expenses (repairs, parking fees, etc.) | | |
| H. Rental Car Expenses, Taxis, Car sharing | | |
| I. Any Other Expenses <i>please identify (i.e. recreational activities, kayak, fishing, family photos, cruise bay etc.)</i> | | |

9. What did you best like about the facility/field? _____

10. How would you improve the facility/field? _____

Name of Sports Tournament/Special Event:

Today's Date:

Special Events Only

The following Questions are NOT required for sports tournaments.

12. Would you have come to Morro Bay, CA at this time even if this special event had not been held? Yes No

12a. If "Yes" did you stay longer in Morro Bay, CA than you would have done if this special event had not been held?

Yes No

12b. If "Yes" to 12a. How much longer _____ days

13. Would you have come to Morro Bay, CA in the next three (3) months if you had not come at this time for this special event? Yes No

14. Circle the number below that best describes how important this special event was in your decision to visit Morro Bay, CA on this trip, where 0 indicates it had no influence, and you would have come to the area anyway, and 10 indicates that this special event is the only reason for visiting Morro Bay, CA on this trip.

0 1 2 3 4 5 6 7 8 9 10

None: I would have come to Morro Bay, CA anyway

Half my reason for coming to Morro Bay, CA

My only reason for coming to Morro Bay, CA



AGENDA NO: B-1

Meeting Date: September 18, 2014

PUBLIC HEARINGS

NONE



AGENDA NO: C-1

MEETING DATE: 9/18/2014

Staff Report

TO: Recreation and Parks Commission **DATE:** 9/5/2014
FROM: Joe Woods, Recreation and Parks Director
SUBJECT: Review of Memorandum of Understanding between the Morro Bay Bike Club and the City of Morro Bay for the Construction, Operation and Maintenance of a Public Bike Park.

RECOMMENDATION:

Staff recommends the Recreation and Parks Commission (RPC) review the presented Memorandum of Understanding (MOU) and recommends any changes to staff, and forward to City Council for review and adoption.

FISCAL IMPACT:

At this time, the fiscal impact has been the amount of staff time for meetings and preparation of staff reports over the past months. Funds for construction, operation and maintenance will be the contributed by Morro Bay Bike Club (MBBP).

BACKGROUND:

On March 12, 2013, the Morro Bay City Council adopted Resolution No. 20-13 supporting the development of a public bike park within the City limits. On August 13, 2013, a MOU was entered into by and between the City and MBBC for the design and permit processing of a public bike park within the City limits. In all discussions of the Bike Park, the City has made clear that it has no additional financial resources at this time to commit to the design, construction, operation, or maintenance of the Bike Park. However, the City and the MBBC desire a MOU to document the terms and conditions for the construction, operation, and maintenance of the Bike Park.

DISCUSSION:

Attached hereto is the draft Memorandum of Understanding between the Morro Bay Bike Club and the City of Morro Bay. The MOU deals only with construction, operation and maintenance issues, as the previous MOU addressed design and permitting. Both Staff and MBBP support the proposed MOU and desire the support and favorable recommendation from the RPC.

Prepared By: JMW

Dept Review: JMW

MEMORANDUM OF UNDERSTANDING
BIKE PARK CONSTRUCTION, OPERATION AND MAINTENANCE

This Memorandum of Understanding ("MOU") is entered into by and between the City of Morro Bay, a Municipal Corporation formed under the laws of the State of California, hereinafter referred to as the "City"; and Morro Bay Bike Club, a duly organized community volunteer organization hereinafter referred to as "MBBC." Collectively, the City and MBBC are referred to herein as the "Parties."

WHEREAS, the City owns certain real property located within its corporate limits in the City of Morro Bay, known as the vacant lot at Little Morro Creek Road (LMCR); and

WHEREAS, on March 12, 2013, the Morro Bay City Council adopted Resolution No. 20-13 supporting the development of a public bike park within the City limits; and

WHEREAS, on August 13, 2013, a MOU was entered into by and between the City and MBBC for the design and permit processing of a public bike park within the City limits; and

WHEREAS, MBBC is committed to the construction, operation, and maintenance of the Bike Park at LMCR and in furtherance thereof has submitted to the City all applications required by the City for final approval of the Bike Park; and

WHEREAS, the City has expeditiously processed all of said applications for consideration all together by the City Council; and

WHEREAS, the City has made clear that it has no additional financial resources at this time to commit to the design, construction, operation, or maintenance of the Bike Park; and

WHEREAS, MBBC has associated itself with the Central Coast Concerned Mountain Bikers (CCCMB), which has formal federal and state non-profit status, for the purpose of raising funds in the name of CCCMB-MORRO BAY BIKE PARK, for the design, construction, operation, and maintenance of the Bike Park in Morro Bay; and

WHEREAS, MBBC has raised initial funds for the construction of the Bike Park, is in the midst of a capital fundraising campaign, and expects that it will raise sufficient funds and secure other commitments for the construction, operation, and maintenance of the Bike Park; and

WHEREAS, the Parties desire a Memorandum of Understanding to document the terms and conditions for the construction, operation, and maintenance of the Bike Park.

NOW THEREFORE, in consideration of the mutual covenants and conditions set forth herein, the Parties agree as follows:

1. **Construction.**

Subject to the requirements set forth below, MBBC will, at its sole cost, construct Bike Park elements, fencing, gates, and access walkway from the parking area to the Bike Park entrance, signage, and other similar improvements for the Bike Park. MBBC will contract with one or more properly licensed contractors ("contractors") to perform all work required by law to be performed by a licensed contractor. Construction of the Bike Park will not be performed, in whole or in part, by the City or under contract with the City.

All contractors will be subject to the approval of the City and will not commence work until their licensing and insurance and all other requirements, if any, requested by the City are incorporated in the contract documents and proof thereof is provided to the satisfaction of the Director of Recreation and Parks (the "Director"). The City shall contribute no public funds to the construction of the Bike Park, as those terms are used in Labor Code Section 1720, or take any other action which would subject MBBC to the payment of prevailing wages on the project. For that reason, MBBC shall not be required to pay prevailing wages in connection with such construction. All contract documents between MBBC and its contractors will be submitted to the Director and approved prior to the commencement of that contractor's work.

As the City requires, the contractors performing work on the project shall agree to standard provisions for the protection of the City, including insurance requirements. The Director will provide a copy of such standard provisions to MBBC not later than October 1, 2014, and MBBC will require that each contractor sign such provisions as a part of its contract with MBBC.

All materials used in construction of the project shall be new or like-new, and in either event shall result in first class quality and appearance when incorporated into the project. Materials may be provided by the contractor, purchased at or below market value by MBBC and provided to the contractor, or donated to MBBC and provided to the contractor. Materials may be subject to the approval of the Director.

Construction of the improvements shall comply with all applicable requirements of law, including the Americans with Disabilities Act.

The work of construction may be performed in increments or phases approved by the Director. Before any increment or phase of construction may begin, MBBC will submit the contractor's bid proposal to the Director describing or depicting the work to be done, and in the case of the perimeter fence, the fence location will be physically marked on the ground. No work will be commenced until such proposal is approved by the Director, and in the case of the fence, until the fence location is approved by the Director.

The Director will cause the construction to be inspected by City personnel in the same manner and to the same extent as other construction or repair work performed on City property. The City will require all contractors to perform their work in accordance with code requirements and the bid proposal.

MBBC will not authorize any construction work to begin unless it holds sufficient funds to pay the contract price in full. MBBC will pay all contractors in timely manner and will not allow any claim or lien to be made or filed against the City. In the event of a payment or performance dispute between MBBC and any contractor, MBBC will notify the Director within 10 days of receiving notice of the dispute and will request the assistance of the City in resolving the dispute.

The City owns the subject property and will not charge processing and inspection fees normally charged contractors or developers for work performed on private property. The City will not provide and will not require MBBC or MBBC's contractors to provide performance or completion bonds. Contractors will provide insurance for construction activities as routinely required by the City.

The construction of the Bike Park by MBBC shall include but may not be limited to the following: site preparation, starting platforms, biking elements, safety features, fencing, pedestrian access, parking, or other site amenities, if necessary and approved by the Director.

2. Maintenance.

- a. The MBBC will perform at its expense all maintenance and repair to the Bike Park and site elements. MBBC will conduct and submit monthly to the Recreation and Parks Department Bike Park Maintenance Records which shall be conducted on a weekly basis.
- b. In the event that fencing needs to be replaced or elements need to be replaced with like material, MBBC shall pay the reasonable cost of replacement materials and labor appropriate and available. MBBC will monitor the condition of the Bike Park on a regular basis and promptly remove all debris and litter from the Bike Park to City trash facilities as required by the Director.
- c. With the guidance and approval of the Director or designee, MBBC will perform maintenance, repair, and replacement of certain elements and other similar site amenities of the Bike Park, the fencing, and the access path from the parking area to the Bike Park entrance, whether made necessary by use by the participants, the public, the weather, or otherwise.
- d. The City shall close the Bike Park for proper routine maintenance, inclement weather, or any deemed safety issue. City will notice MBBC regarding any maintenance issue and reserve the right to require the MBBC to reimburse the City for any resources used to correct the stated issue pertaining to the Bike Park provided the MBBC is unresponsive to the City's request.

3. Operation of the Bike Park.

- a. Operation of the Bike Park will be the primary responsibility of MBBC acting as volunteers. Use of the Bike Park will be equally available to all members of the public in the Bike Park obeying all rules, whether or not they are members of MBBC.

- b. Rules of conduct will be established by the Director and posted at the Bike Park, using the conditions of Special Use Permit as guidelines. MBBC members will assist in the enforcement of the rules by informing users of the rules, and in such other manner as approved by the Director.
- c. MBBC will perform such other operational services as determined necessary by the Director for the safe and orderly operation of the Bike Park. MBBC will inform volunteers and other participants of safe work methods to be used in MBBC's operation and maintenance of the Bike Park.
- d. Nothing in this MOU will require MBBC to provide daily presence of a member or volunteer to monitor the use of the Bike Park, supervise the use, enforce the rules of operation or use, or for any other purpose.
- e. The Director retains the right to close the Bike Park temporarily to perform repair or maintenance work necessary to protect the health and safety of the public.

4. Good Faith Performance.

Each party to this MOU will at all times act in good faith in the performance of its duties and responsibilities under this MOU, will use its best efforts to assist the other party, and will be courteous, helpful, cooperative with, and appreciative of the other party.

5. Insurance Authority Guidelines.

The City is a member of the Southern California Joint Powers Insurance Authority (the "JPIA"). The Director will provide to MBBC the guidelines of the JPIA for operation and maintenance of the Bike Park. MBBC will conform its operation and maintenance activities to any such written guidelines provided and will do nothing to limit or impair coverage of the City with the JPIA. All maintenance and operation activities provided by MBBC shall be provided by volunteers, each of whom shall comply with all of the requirements for volunteers established by the Director.

6. No Possessory Interest.

MBBC understands and agrees that it shall not at any time have a possessory interest in the Bike Park and that any improvements constructed by MBBC or its contractors are for the sole benefit of the general public and are the exclusive property of the City.

7. City's Rights and Obligations.

The Parties anticipate that the Bike Park, properly maintained, will be a permanent facility within the City. Notwithstanding such expectation and without waiving any rights it may have, the City reserves the right to remove Bike Park improvements if deemed necessary to protect the public health, safety, or welfare; the right to relocate the Bike Park as the City Council may determine is in the public interest; and the right to close the Bike Park and remove the improvements if the City

Council determines that the threatened danger to the public health, safety or welfare can only be eliminated by such closure and removal.

8. MBBC Contact Persons.

MBBC will furnish to the Director the names and telephone numbers of two members of MBBC, each with authority to act alone on behalf of MBBC, and who will act as the contacts with the Director concerning the maintenance and operation matters of this MOU. MBBC will notify the Director if a member can no longer serve and will provide the name and telephone number of a replacement.

DRAFT

9. **Written Notice.**

Written notice to the respective parties will be provided as follows:

To the City:

City of Morro Bay
Rec & Parks Department
Attention: Director
1001 Kennedy Way
Morro Bay, CA 93442

To MBBC:

Morro Bay Bike Club
C/o Bonnie Johnson
2089 Bayview Avenue
Morro Bay, CA 93442

This MOU will be effective upon approval by the City Council and execution by the Parties. The persons executing this MOU represent that they are duly authorized by the party they represent to execute and bind that party. This MOU is the final, complete, and exclusive statement of the terms of the understanding between the Parties, supersedes all previous understandings between the Parties as to its subject matter, and may be amended only in a further writing executed by both Parties.

IN WITNESS WHEREOF, the parties hereto have caused this MOU to be executed at Morro Bay, California, on the dates written below.

| | |
|---|---|
| <p>CITY OF MORRO BAY</p> <p>_____</p> <p>Jamie L. Irons, Mayor</p> <p>Date:</p> <p>ATTEST:</p> <p>_____</p> <p>Jamie Boucher, City Clerk</p> <p>APPROVED AS TO FORM:</p> <p>_____</p> <p>Joe Pannone, City Attorney</p> | <p>MBBC</p> <p>By: _____</p> <p>Bonnie Johnson, Chair</p> <p>Date:</p> <p>APPROVED AS TO FORM:</p> <p>_____</p> |
|---|---|



AGENDA NO: D-1

MEETING DATE: 9/18/2014

Staff Report

TO: Recreation and Parks Commission **DATE:** 9/18/2014
FROM: Karen Sweeny, Sports Supervisor
SUBJECT: Program Evaluation – 2014 Brian Waterbury Memorial Rock to Pier Run & Rock'n Around the Pier Half Marathon

RECOMMENDATION:

It is recommended that the Commission review and accept program evaluation for file.

SUMMARY

The 2014 Brian Waterbury Memorial Rock to Pier Run and Rock'n Around the Pier Half Marathon were held on Saturday July 12, 2014. The low tide this year was early with the run starting 6:30 am which affected participation.

The Rock to Pier Run marked its 45th running of the event. There were 786 runners/walkers who competed in the event, with 898 registering. Participant's age range was 6-82 years old. The Overall Male winner was Cameron Miller from Bakersfield in a time of 32:06. The Overall Female winner was Annalis Walker from Clovis in a time of 41:20.

2014 marked the 3rd running of the Rock'n Around the Pier Half Marathon. There were 215 runners registered with 193 people running the event. Participant's age range was 15-73 years old. The Overall Male winner was Daniel Aguirre in a time of 1:27.34 and the overall female winner was Julianne Taylor of San Luis Obispo in a time of 1:38.09.

This event is classified as an Enterprise Service with a Cost Recovery target of 100% of Program Costs + Support Costs + Department Indirect Costs. Cost Recovery for this event was 103% with a net profit of \$986.

The 2015 event will be held on July 18, 2015 with a 7:30 am start.

DISCUSSION

In 2014, we used Eternal Timing from Paso Robles for timing services. They provided assistance at the start with check-in and as well as at the finish line. Three buses were used to transport participants back to the Rock following the event. The Teen Action Committee assisted with food and water at the finish line and members of Morro Bay Foursquare Church assisted with packet pickup on Friday night and Saturday morning.

Prepared By: KS

Dept Review: JMW

A post event breakfast of eggs, sausage, hash browns, and strawberries were cooked and served by Shoreline Calvary Chapel.

Water was generously donated by Kitzman's Culligan Water and a trailer for the stage was provided by Mike Burton Trucking & Grading Backhoe Service. San Luis Distance Club was an event sponsor and Chevron made a \$1000 donation to the Morro Bay Community Foundation. Local band Panga performed music during the breakfast

COST ANALYSIS:

Expenses:

| | |
|--|--------------------|
| Timing Company | \$ 3,609.00 |
| Three Ink (R2P& 1/2) | \$ 8,500.00 |
| Ribbons Galore | \$ 856.00 |
| Permits—County of SLO, State Parks | \$ 459.00 |
| Bus | \$ 1,986.00 |
| Portapotties | \$ 1,439.00 |
| Finish Line Food | \$ 58.00 |
| Medals (half marathon) | \$ 2,066.00 |
| Overall Trophies (half marathon & R2P) | \$ 922.00 |
| Plaques (half marathon) | \$ 647.00 |
| Breakfast | \$ 2,569.00 |
| Safety Pins/extra R2P numbers | \$ 135.19 |
| ½ Marathon Race Numbers | \$ 115.00 |
| Waterbottles, Lanyards, bags | \$ 4,248.00 |
| Dumpster | \$ 107.00 |
| Banners and Posters | \$ 849.00 |
| Miscellaneous supplies | \$ 290.00 |
| ½ Marathon Hats | \$ 1,429.00 |
| Nuun | \$ 167.00 |
| Trail Runner Trophy Series | \$ 50.00 |
| Uhaul (MB Uhaul) | \$ 202.00 |
| Chair/Trailer Rental (Oasis) | \$ 165.00 |
| Chalk (parking lot) | \$ 35.00 |
| Pizza Friday night (volunteers) | <u>\$ 120.00</u> |
| | \$31,023.00 |
| Staff: Friday night and Saturday | \$ 2,601.00 |
| Cost Allocation: | |
| Registration in person 190 x \$3.50 | \$ 665.00 |
| Registration online 864 x \$2.50 | <u>\$ 2,160.00</u> |
| Total Expenses: | \$36,449.00 |

Revenues:

| | |
|-------------------------------|-------------|
| Active.Com (R2P & ½ Marathon) | \$29,045.00 |
| In office/Race Day | \$ 8,190.00 |

| | |
|--------------------------------|--------------------|
| San Luis Distance Club Sponsor | \$ 200.00 |
| Total Revenues: | \$37,435.00 |
| Indirect Revenue | |
| Volunteer hours—90 x \$22.55 | \$ 2,029.50 |
| Total Revenue: | \$39,464.50 |

| |
|--|
| Cost Recovery: 103% |
| Cost Recovery with Indirect Revenue: 108% |
| Net Profit: \$986.00 |
| Net Profit with Indirect Revenue: \$3,015.50 |

This program is classified as an Enterprise Service with Cost Recovery target of 100% of Program Costs + Support Costs + Department Indirect Costs. This program exceeded it's target Cost Recovery. The savings we incur by having volunteers is \$2029.50 as determined by the Independent Sector Value of Volunteer's 2013 rate.

PROGRAM RECOMMENDATIONS:

Planning

1. Continue to use active.com for online registration.
2. Use Eternal Timing for event timing. Also use arch again for starting line and Rock Finish line.
3. Improve the sound system at the start of the event and include the generator @ the start. Make sure that generator is not set down on the sand.
4. Continue to have post race music.
5. Continue to recruit sponsors to help with cost/in-kind donation. Offer sponsorship levels.
6. Continue to use finisher ribbons and medals for 1st, 2nd, and 3rd in each division for Rock to Pier. Plaques for Half Marathon winners for 1st, 2nd and 3rd.
7. Continue with post event meal after the event back at the Rock. (breakfast or lunch depending on time of the event).
8. Consider using recycled cotton shirts again for Rock 2 Pier. Research another supplier for Half Marathon shirts as we had requests for Ladies shirts.
9. Continue to have Portapotties at the start as well as the finish.
10. Use three buses to transport participants back to the start.
11. Have someone designated to announce awards and take pictures (both at start and finish).
12. Rent U-haul to transport start line equipment, shirts etc. Made Race Day set up easier as everything was in one vehicle.
13. Make sure that all race start supplies are placed in the cab of the U-haul. Box was buried under t-shirt boxes and delayed getting the start area set up.
14. Meet with Police Volunteers early to discuss assisting with parking
15. Half Marathon time cut off time to be 3 hours. Cloisters loop will continue to be at the end of the race.

16. Remember no duplicate numbers for the Half Marathon and Rock to Pier, i.e. Half Marathon will have numbers 1-300, Rock to Pier 301+. Makes it easier to identify who is doing which event.
17. To encourage registration at an earlier point, have the event's price increase over time, i.e. May 4-June 4 Initial rate, increase \$5(R2P)-\$10 (1/2) June 5-July 5, and July 7-17 increase another \$5 (R2P) and \$10 (1/2).
18. Ask timing company if we can get a download of participants that pick up their numbers on Friday night so that we can more accurately account for t-shirts so after race day we don't have extras.
19. Work with Chamber or Visitors Center in arranging discounts for participants during race weekend.
20. Make sure all plaques/awards are checked for correct spelling and correct age groups when they arrive.
21. Order bags, and water bottles from the same company to save on shipping. Check with American Red Cross about metal water bottles sponsorship for the ½ marathon.

Event Logistics

General

1. Event Banners with sponsors at both the Rock and the Pier.
2. Make sure all mile markers are put out and are close to the water.
3. Water stations must be at water line so participants, especially the runners, don't have to veer off course. Water cups must be filled prior to the arrival of the runners.
4. Course Sweeper(s) a must for both directions to ensure that the course is clear.
5. Signs, signs and more signs. Have consistent size, color and design to improve recognition.
6. Purchase more water pumps to have at the water station to keep things moving faster.

Packet Pickup

1. Continue to use Auditorium for packet pick-up on Friday night. (more room, less wait).
2. Have registration signs posted above tables as participants miss those placed low.
3. Have better crowd control for packet pick-up. (Think Disneyland ques) Have person at front of line control where participant go. Maybe have computer stations have flags to indicate when they are ready for the next participant?
4. Have one location or point of contact for High School Cross Country Teams to check in. Make location known to coaches if we are aware they are coming. Pull their tags and shirts prior to opening packet pickup on Friday night.

Rock

1. Line parking lot on Thursday/Friday if possible.
2. Have a minimum of 3-4 people on parking detail throughout the event. One should be a crossing guard at the boardwalk access.
3. Have a person designated to hand out finishers medals at the Rock.
4. Have Mayor, City Council member or R & P Commissioner as the official race starter.
5. Stagger the start with a gun start for each group. Either use grouping from this year or have wave starts with different start times.
6. Look at different start setup to funnel participants better.

Pier

1. Split the snacks at the finish into 2 areas to be more efficient.
2. Have Rock to Pier finish higher on the beach with the Half Marathon participants turning lower to the water.
3. Have two people at split to direct finishers to the correct location for R2P finish and ½ marathon.

Cloisters

1. Mark Cloister's Loop with sidewalk chalk the day before.
2. Have a responsible staff member be in charge of Cloister's Loop with additional marking to identify entry point from the beach and exit point back to the beach.
3. Have a person at on the beach with sign prior to point, one with a water/Gatorade station at entrance to Cloisters, and at least one or two along the loop.

Staff/Volunteers

1. Look at having volunteers and staff in a different colored shirts and/or hats.
2. Have a staff/volunteer check in at each location (Rock, Cloisters, Pier) for people to check in with and receive assignments. Should not be Supervisor or Coordinators. Remind staff/volunteer to notify site supervisor when they are leaving to ensure adequate coverage can be maintained.
3. Have volunteers (maybe Senior's) assigned to water stations with Lifeguard Staff.
4. Have counters at aid stations to count number of runners/walkers passing so we have a more accurate count.
5. Have a bus stop person to greet participants as they exit the bus to direct them to the breakfast area.
6. Have a parking volunteer remain through the event to ensure that the buses can enter and exit safely and help participants at the cross walk.