

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**SPORTS EVENT PARKING REVENUE SPLIT POLICY**

**SUMMARY STATEMENT**

On June 12, 2007, the Town Council adopted Resolution 2007-33 which established a parking fee for sporting events of \$5 per car.

On August 25 and 26, 2007, the So Cal Rush Soccer Club sponsored a soccer tournament at Brewster Park. The Community Services Department used this tournament to evaluate how coordinating parking events would impact the department. Staff felt due to the liability involved in the venture as well as the coordination required, it was in the Town's best interest to have the Community Services Department organize the parking for the event. The Town Manager agreed to a 60/40 split of the parking proceeds, with the user group, So Cal Rush, receiving 40% of the collected fees in exchange for providing 4 volunteers to work the event in its entirety.

A total of 131 teams participated in the tournament with 1360 cars paying the required fee over the two days of the tournament. It was estimated by the So Cal Rush that over 5,700 people visited the Town over the weekend.

To organize event parking such as this required over 90 part-time hours and over 30 full-time hours for pre-planning, coordination between departments and operations at Brewster Park during the event. Over \$6,800 was collected during the event and after paying out direct expenses including the 40% split with the user group, a profit of over \$2,600 was realized.

At the October 4, 2007 Park and Recreation Commission Meeting, the Commission recommended the approval for the split of parking revenue fees with 60% of the collected revenues going to the Town and the remaining 40% going to the user group or sponsor of the event.

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**Recommended Action:**

Approve the sports events parking revenue policy with the Town receiving 60% of the revenue and the user group receiving 40%.

**Proposed by:** Ralph Wright, Community Services Manager      **Item Number** \_\_\_\_\_

**T. M. Approval:** \_\_\_\_\_      **Budgeted Item**    Yes    No    N/A

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In light of the demand to reduce subsidies from the General Fund for recreation activities, staff felt it was appropriate to discuss the possibility of collecting a percentage of the concession revenues from sporting events as well. The Park and Recreation Commission felt that the normal user groups would be adversely affected by any additional loss of revenue and may choose to host events elsewhere. Additionally, the Commission felt that the fact that thousands of people attending an event like this in our town and those attendees spending money in Apple Valley businesses outweighed the potential gain from any revenue that the Town would receive from splitting concession revenue.

Attached for the Council's review is the Sports Event Parking Revenue Sharing Policy.

**POLICY & PROCEDURE Apple Valley Community Services Department**

|  |              |
|--|--------------|
| <b>TITLE: Sports Event Parking Revenue Sharing</b> | <b>NO:</b>   |
| <b>APPROVED BY:</b>                                | <b>DATE:</b> |

**Background**

With the recent improvements to Brewster Park, the Town of Apple Valley has new opportunities to host large sporting events. To maintain a safe environment, protect the Town’s facilities and look for alternative revenue streams, the Town of Apple Valley Community Services Department is looking to adopt a sports event parking revenue split with its user groups.

**Procedures**

When a user group proposes a large scale sporting event, the Community Services Department will work with the group to set up the parking procedures for the particular event.

- A. Town staff will collect and secure all revenues.
- B. A split of the collected parking revenues will be divided between the Town and the user group with the Town receiving 60% of the proceeds and the user group receiving the remaining 40%.
- C. The user group that participates with the Town for sports event parking will be required to have a minimum number of volunteers assigned for the entirety of the event. The exact number of volunteers required will be determined by the Community Services Manager.
- D. The revenue split with the user group will be done so provided the user group supplies the required number of volunteers.
- E. To constitute a large sporting event, the proposed event must be of significant size and have the need for organized parking.
- F. The benefits to the Town must be commensurate with the proposed revenue generated for the user group.

The user group that is hosting the event will have the first opportunity to participate in the revenue sharing. In the event that the host user group is unable or unwilling to participate, the Community Services Department has the right to work with other Town of Apple Valley sports user groups at its discretion.