

**COUNTY OF SACRAMENTO
CALIFORNIA**

For the Agenda of:
April 18, 2014

To: American River Advisory Committee

From: Department of Regional Parks

Subject: Review And Conceptually Approve Sacramento Sports Commission's Request For A Variance To Fee Policy To Allow A Jedediah Smith Memorial Trail Closure On June 26, 2014 And Approve A Modified Fee For The Event.

Supervisory
District(s): All

Contact: Jeffrey R. Leatherman, Director, 875-6132

Overview:

The Sacramento Sports Commission (Sports Commission) is hosting the 2014 USA Track and Field Championships at Sacramento State University from June 26-29 2014. As a component of the 4 day event, the Sports Commission is planning a community running race called the Billy Mills 10k (race). In order to host the race in proximity to the championships, the Sports Commission is requesting a variance to the Department's fee schedule which would allow for the closure of the Jedediah Smith Memorial Trail in the month of June. Additionally, the Sports Commission is requesting that the fees for the closure of the trail be limited to the open trail fee of \$2 per runner resulting in a Department recognized sponsorship of \$4,000 for the event.

Recommendation:

Recommend the ARPAC conceptually approve the variance request to the fee schedule and the sponsorship request as requested by the Sacramento Sports Commission and forward this request to the Parks Commission for consideration.

Measures/Evaluations:

The proposed action fits into the "Sustainable and Livable Communities" County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for park users.

Fiscal Impact:

If this event is a closed trail event the Board approved fee is a flat rate of \$6,000. The Sacramento Sports Commission has requested an in kind sponsorship for staff time contributed to this event and is requesting to be charged the open trail fee of \$2 per runner. The in kind sponsorship will be recognized with logo awareness and recognition afforded other event sponsors.

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BACKGROUND

The Sports Commission was created in the 1980s as a joint city-county advisory board to attract and develop major professional and amateur sporting events in the Sacramento region. The Sports Commission is hosting the 2014 USA Track and Field Championships on June 26-29 2014. In order to spotlight the event and provide an opportunity for public celebration and participation, the Sports Commission is proposing to host the Billy Mills 10K race on the American River Parkway.

DISCUSSION

The race would take place on Thursday, June 26, 2014 from approximately 7:00 pm to 8:00 pm and run along the North and South sides of Parkway from Howe Avenue to Watt Avenue. Event participants and spectators are estimated to be approximately 1,000 people.

The Board approved fee schedule places certain limitations on events in the American River Parkway. Specifically outlined in the general terms and conditions of the fee schedule (page 35) "Competitive activities requiring the closure of the Jedediah Smith Memorial Trail will not be approved during the summer months of June, July or August with the exception of Eppie's Great Race in July." In past practice, the department has restricted competitive events to the morning hours between 6:00am and 12:00pm to allow for recreation use in the afternoon hours. The policy contained in the fee schedule is more restrictive than the policies included in the American River Parkway Plan which states on page 101:

- 5.31 Competitive group activities may be permitted on the bicycle trail and shall be limited to:
 - a. Fund raising by non-profit or charitable organizations with public and civic interests; or
 - b. Competitive recreation for which no event fee is charged.
- 5.32 Competitive events on the bicycle trail shall not exceed one event per month.

As a host of USA track and field championships, the City and County of Sacramento are recognizing the tremendous economic, social and health values we share as a community. The celebration of this event highlights the vibrant community we live in and focuses national attention on our region as a destination for tourism, healthy lifestyles and recreation.

The Billy Mills 10k will celebrate the championships by inviting public participation and awareness of the event and highlight the positive impact the American River Parkway has on our community. The Department has requested the race director to design 2 courses for this event, the primary course includes use of the levees and maintenance roads which would minimize the impacts on the bike trail and not require the department to close the bike trail. The secondary course recognizes the potential for excessive temperatures in the Sacramento region during the month of June and places the course on the bike trail where the runners can safely run in the shade. The Department has requested that a final course selection will be made 5 days prior to the event to allow for adequate time for public notification if closure of the trail is necessary.

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The potential impacts of this event are analyzed in the attached Event Impact Analysis report. The areas of high concern to the department include impacts to the recreation cyclists and commuters on the bike trail during the evening on Thursday, June 26, 2014. Some of these impacts are mitigated by the late start time of the event and the provision of a detour along American River Drive for cyclists that normally use the trail during the late evening hours.

MEASURES/EVALUATION

The proposed action fits into the "Sustainable and Livable Communities" County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for park users.

FINANCIAL ANALYSIS

If this event is a closed trail event the Board approved fee is a flat rate of \$6,000. The Sacramento Sports Commission has requested an in kind sponsorship for staff time contributed to this event and is requesting to be charged the open trail fee of \$2 per runner. The in kind sponsorship will be recognized with logo awareness and recognition afforded other event sponsors.

Respectfully submitted,

JEFFREY R. LEATHERMAN, Director
Department of Regional Parks

Attachments: Event Impact Analysis