City of Santa Clara
The Center of What's Possible

AGENDA ITEM #: 13A

AGENDA REPORT

Date: October 27, 2015

To: City Manager for Council Action

From: Director of Parks & Recreation

Subject: Unfinished Business—Parks & Recreation Commission Report on outreach to organizations regarding the $25 non-resident participant fee

EXECUTIVE SUMMARY

On April 21, 2015, Council considered the Parks & Recreation Commission's recommendation to establish a non-resident youth sports participation fee in the amount of $25 per non-resident participant to be assessed on all non-profit youth sports organizations that use City parks and recreation facilities for their respective sports programs and that the fees collected be made available for consideration for disbursement according to the Wade Brummal Youth Sports Scholarship Program guidelines. The purpose of the Commission proposal was to establish a regular source of funds to support the Wade Brummal Youth Sports Scholarship that provides local non-profit youth sports organization with financial support for needs such as participant registration, equipment, and tournament entry fees. The Council referred the recommendation back to the Commission for further outreach to the non-profit youth sports organizations. On May 19, 2015, the Commission Chair reviewed the additional outreach efforts that included sending a copy of the proposal through the Parks & Recreation Department to all of the youth sports organizations and invitations to comment and/or attend the Commission meeting, follow up communication by the Chair with the Santa Clara Swim Club and Lions Football. On July 21, 2015 in response to the major concerns of the two groups, the Commission further refined the elements of the proposal including the definition of Santa Clara resident, removing the maximum grant per family and allowing additional opportunities for the leagues to request funding from the Scholarship Fund. On August 18, 2015, the Commission recommended that the revised proposal for Annual Non-Resident Sports Participant's Fee for Use of City of Santa Clara Athletic Facilities with Proceeds to Benefit City's "Wade Brummal—Youth Sports Scholarship Fund" be submitted to Council for approval.

ADVANTAGES AND DISADVANTAGES OF ISSUE

Additional efforts to contact and receive input from youth athletic leagues was made by the commission including sending copies of the proposal to the leagues for comment and inviting comment at three additional Commission meetings. The proposal has been revised to include the comments and to address concerns. The schedule for implementation has also been revised to provide time for organizations to adjust and incorporate both the new fee and opportunities to request funding. Implementing an affordable non-resident fee would provide a stable source of funding for needs of local non-profit sports groups such as support for disadvantaged youth and program costs.

ECONOMIC/FISCAL IMPACT

The proposal does not effect the City General Fund, but does provide a stable source of revenue for the City's Wade Brummal Youth Sports Scholarship Fund (084-1117-87800-(A)20412) that receives support primarily from donations from the public, and in the past, from charitable golf tournament proceeds. The estimated amount to be generated is $15,000-$20,000 per year, but would depend upon the actual number of non-resident participants in the community sports programs.

RECOMMENDATION

That the Council establish a non-resident youth sports participation fee in the amount of $25 per non-resident participant to be assessed on all non-profit youth sports organizations that use City parks and recreation facilities for their respective sports programs and that the fees collected be made available for consideration for disbursement according to the Wade Brummal Youth Sports Scholarship Program guidelines.

James Teixeira
Director of Parks & Recreation
Commission Liaison

APPROVED:

for Julio J. Fuentes
City Manager

Documents Related to this Report:
1) Exhibit A-Parks & Recreation Commission Wade Brummal Youth Sports Scholarship Funding Proposal

Exhibit A

WADE BRUMMAL YOUTH SPORTS SCHOLARSHIP PROGRAM FUNDING PROPOSAL.

The City of Santa Clara Wade Brummal Youth Sports Scholarship Program Funding Proposal ("Proposal") will apply to all non-profit youth sports groups, organizations and athletic leagues located in the City of Santa Clara that use City of Santa Clara Parks & Recreation athletic facilities. The purpose of this proposal is to generate funds for the Wade Brummal Youth Sports Scholarship Grant Program that provides financial assistance to Santa Clara youth residents who wish to participate in organized youth sports and may not have the financial means to pay the fees required to participate in youth sports leagues, and helps support sports league's facility and program needs. Fees will be collected from all youth non-profit sports organizations that allow "non-residents" to participate in their respective programs. Each organization will submit a roster that lists all residents (with proof of residency) and all "non-resident" participants to the Santa Clara Parks & Recreation Department annually or prior to receiving a facility use permit. The number of non-resident participants provided on the roster will determine the total amount due for non-resident participation fees.

Policy and Procedures:

1) **Amount of Fee:** Each non-profit youth sports organization using a Santa Clara Parks & Recreation sports facility will pay a fee of $25 per year, per non-resident participant.

   a) **Non-Resident Definition**: A "non-resident" is any person who does not reside within the geographic boundaries of the City of Santa Clara or the boundaries of the Santa Clara Unified School District (SCUSD).

   b) **Resident Definition**: A resident is any person who resides within the City of Santa Clara or is enrolled in the SCUSD.

   c) **Proof of Residency:** It will be the responsibility of the leagues to verify residency. Leagues will disclose non-residents on residency rosters submitted to the Parks and Recreation Department.

2) **Payment:** The total fee will be made payable to the City of Santa Clara—Wade Brummal Youth Sports Scholarship Program, c/o Parks & Recreation Department, 1500 Warburton Ave., Santa Clara, CA 95050.

3) **Schedule for Submitting Participant Roster and Fee.** Rosters should highlight a list of all non-resident participants in each eligible youth sports organization. Rosters and payment will be submitted by the last business day prior to the following dates:

   - Aquatic Sports—September 30
     - Swimming—Santa Clara Swim Club
     - Synchronized Swim—Aquamaids
     - Diving—Santa Clara Diving Club
     - Water Polo & Others
   - Softball—June 30
   - Baseball—June 30
   - SCPAL—June 30 for Summer/Fall sports; December 31 for Winter/Spring sports
   - Football—June 30
   - Soccer—September 30
   - Other Sports—prior to issuance of Athletic Facility Use Permit

4) Funding Requests.

a) Eligibility. Any Santa Clara based, non-profit youth sports organization that pays the non-resident, participation fee is eligible to apply for funding/request reimbursement for financial assistance granted to residents of the City of Santa Clara. Additionally, non-profit youth sports organizations that provide services to Santa Clara residents only, due to jurisdictional boundaries, are also eligible for reimbursement (i.e., Little League Baseball). Eligible organizations must comply with Title IX, the federal law that prohibits discrimination on the basis of gender in schools that receive federal funding — including in their athletics programs.

b) Application/Requests: A written application (Request for Funds) by the board president or executive director of the youth sports organization will be submitted to the City of Santa Clara—Parks & Recreation Department on behalf of the sports organization.

c) Limit of Request(s):

i) An application (Request for funds) will be considered for approval for **up to $500** (or less based on available funds) by the Parks and Recreation Department on a case-by-case basis.

ii) An application (Request for Funds) for **over $500** (or less, based on total funds available in the Wade Brummal Youth Sports Scholarship Program Fund) will be reviewed by the Parks & Recreation Commission for a recommendation of approval.

iii) A request for funds may be made by any organization no more than one time per quarter.

d) Priorities of Funding.

i) Participant Scholarships. Reimbursement of a youth sports organization's direct financial assistance to support disadvantaged residents to participate in the sport (i.e. league registration fees, participation, etc.) Individuals must be qualifying residents of the City of Santa Clara (as defined in Policy and Procedures 1.B)

ii) Relevant program costs. Reimbursement for new equipment, field repairs, capital projects, maintenance costs. (Only available if fund balance exceeds $15,000 in a year.)

iii) Reimbursement of costs related to additional competition expenses (i.e., travel). Grants of this nature will be reviewed by the Parks & Recreation Commission on a case-by-case basis for a recommendation of approval.

iv) Requests from non-contributing Santa Clara based youth sports organizations and programs are also eligible to request funds based on fund availability. Requests must be made to the Parks and Recreation Commission for approval.

v) Contributions to the fund do not constitute a guarantee of funding.

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