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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
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January 24, 1990

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MUSEUM AND HISTORY
PARKS
RECREATION
ZOO

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

Subject: 1992 Olympic Track and Field Trials

SUMMARY

This report presents information regarding a proposal for the City of Sacramento to host the 1992 United States Olympic Track and Field Trials. This report recommends that City Council: 1) direct the Sacramento Sports Commission to submit a bid proposal for hosting the 1992 United States Olympic Track and Field Trials at Hughes Stadium from June 19/20 - 27/28, 1992; and 2) authorize the Sacramento Sports Commission to negotiate an agreement with the Athletics Congress/U.S.A. (TAC/USA) to host the 1992 United States Olympic Track and Field Trials should Sacramento be selected as the host city.

BACKGROUND

The County Board of Supervisors and City Council adopted a companion ordinance establishing the Sacramento Sports Commission on June 8 and June 14, 1988 respectively. The Commission consists of one member recommended by each of the following organizations; City of Sacramento, County of Sacramento, Convention and Visitors Bureau, Sacramento Sports Association, and CHAMPS. Also, four at large Commissioners serve on the Commission bringing the total to nine (9) Commissioners.

Commissioner Al Baeta, a member of TAC/USA, was approached last fall by the Site Selection Committee for the 1992 United States Olympic Track and Field Trials. An inquiry was made regarding Sacramento's interest in playing host to the event. Mr. Baeta brought the issue before the Sacramento Sports Commission.

The Commission directed Mr. Baeta to contact TAC/USA and request a bid proposal. A bid organizing committee was formed consisting of members of the Sacramento Sports Commission, CHAMPS, Sacramento Sports Association, Convention and Visitors Bureau, Sacramento International Track and Field Association (SITFA), and the City of Sacramento, Department of Parks and Community Services. SITFA has conducted numerous track and field championships in the past. In 1968, SITFA played host to the National AAU Championships and in 1972 they conducted the first ever USA/USSR Junior Dual Meet. In 1981 SITFA conducted the combined Men's and Women's National TAC Track and Field Championships. In 1984 and 1988 SITFA conducted pre-Olympic competitions for our athletes and athletes from over seventeen (17) foreign countries. The competition held in 1984 drew over 17,500 spectators.

With the approval of the City Council and Board of Supervisor the bid proposal will be submitted to TAC/USA by the February 28, 1990 deadline. If the bid proposal meets all TAC/USA requirements, the Sacramento Sports Commission will be invited to Chicago in July to give an oral presentation. After the oral presentations, three (3) sites will be chosen as finalists. TAC/USA will send a site inspection committee to inspect the finalists. The winning city will be selected in December 1990 at the TAC/USA annual conference in Seattle. If Sacramento is selected as the host city, the Sacramento Sports Commission would then enter into contract negotiations with TAC/USA. The resulting contract would be brought back to City Council and the Board of Supervisors for review and approval.

The top performers at this event will be selected to represent the United States in the Olympic Games, in Barcelona, Spain, in July 1992.

FINANCIAL DATA

The host City is responsible for, and must guarantee, all of the expenses of the Olympic Track and Field Trials. The host City must also show evidence of financial fitness, indicate a willingness to furnish TAC/USA with a financial statement quickly after the competition, and permit TAC/USA to inspect and audit financial books and records.

A certified check payable to TAC/USA for one-third (\$50,000) of the \$150,000 rights fee must accompany the bid. The initial deposit will be held in an account until sixty (60) days after the final selection and announcement of the successful organizing committee and host city. Once a site has been selected and finalized, refunds will be made to unsuccessful bidders with payment of five percent (5%) annual simple interest. The remainder of the \$150,000 rights fee (\$100,000), which is separate from any other revenues generated, must be paid to TAC/USA before the Trials begin by the successful Organizing Committee according to a schedule agreed upon by both parties.

FINANCIAL DATA (CONTINUED)

The \$50,000 initial deposit of the rights fee would be advanced from the Community Center Fund. If Sacramento is chosen as the host city, the Community Center Fund would be reimbursed as follows:

City of Sacramento	\$15,000
County of Sacramento	\$15,000
Convention and Visitors Bureau	\$15,000
SITFA	\$ 5,000

If Sacramento is not chosen as the host city, the money plus interest would be returned to the Community Center Fund.

Attached is the proposed budget for the 1992 Olympic Track and Field Trials. A profit of approximately \$16,000 is projected after reimbursement to the City of Sacramento, County of Sacramento, CVB, and SITFA for their advance of the rights fee (\$150,000 total). Any profit beyond the aforementioned reimbursement would be deposited into the Sacramento Sports Commission budget. An event deficit would be split equally by the City, the County, and SITFA.

TAC/USA reserves the right to negotiate all income categories with the successful bidder. Negotiation on income packages will begin with the successful Organizing Committee within (10) ten days after the award is announced. If successful, the Sacramento Sports Commission would return to City Council for approval of the budget prior to the execution of the final contract.

POLICY CONSIDERATIONS

A major goal of the Sports Commission is to promote professional and amateur sports and athletic events in the Sacramento Area. By playing host to this prestigious event, Sacramento would receive national recognition and exposure. TAC/USA currently has a television contract with ESPN and the event will be televised nationally. Sacramento would also benefit economically from the many athletes, coaches, officials, and spectators that would attend the week long event.

Council supports the efforts of the Sports Commission by reinvesting the projected profit from this event to the Commission budget. Additionally, City support is reflected in the shared responsibility should an event deficit occur.

MBE/WBE EFFORTS

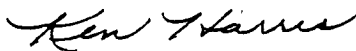
None

RECOMMENDATION

This report recommends that the Budget and Finance Committee approve this report and refer it to the full City Council. Further, it is recommended that

the City Council, by resolution: 1) direct the Sacramento Sports Commission to submit a bid proposal for hosting the 1992 United States Olympic Track and Field Trials and 2) authorize the Sacramento Sports Commission to negotiate an agreement with TAC/USA to host the 1992 United States Olympic Track and Field Trials should Sacramento be selected as the host city.

Respectfully submitted,



KEN HARRIS, Manager
Parks and Recreation City Wide

Recommendation Approved:

Approved:



JACK R. CRIST
Deputy City Manager



ROBERT P. THOMAS, Director
Parks and Community Services

RPT:pmg

February 6, 1990
All Districts

Attachment

Contact Person to Answer Questions:
RON RADIGONDA, Senior Recreation Supervisor
449-5500

ntrolymp

**1992 OLYMPIC TRACK & FIELD TRIALS
PROJECTED BUDGET**

EXHIBIT A

REVENUE

Ticket Sales - 49,000 @ \$10.00	490,000
Souvenir Sales	103,500
Local Sponsor Fees	17,500
Contributions & Other Support	100,000
Signage Sales - Local Sponsors	20,000
Advertisements	15,000
Program Sales	45,000
Parking	7,000
Uniforms - Volunteers & Officials	6,000
Housing & Meal Reimbursement	490,000
TOTAL REVENUE	1,294,000

EXPENSES

Meet Operations

Rights Fee	150,000
TAC/USA Gate - 10%	49,000
TAC/USA Souvenir Sales - 10%	10,350
Facility Rental	15,000
Improvements to Facilities	35,000
Equipment Rental & Purchase	10,000
Training & Medical	5,000
Drug Testing	3,000
Technical Officials	25,800
Meet Management & Competition Officials	7,500
Credentials and Access Control	4,000
Printed Forms	1,000
Competitors Numbers	1,000
Signage and Stadium Dressing	4,000
Uniforms	6,000
Security	10,000
Ground Transportation	10,000
Ceremonies	5,000
Honoraria	1,000
Ticket Printing & Box Office %	11,000
Souvenir Merchandise & Sales Tax	52,478
Volunteer Services	2,000
Miscellaneous Services	7,845
Total Meet Operations	425,973

Administration

Staff Salaries & Benefits	14,400
Temporary Services	6,300
Office Occupancy	2,100
Office Supplies	1,800
Printing & Postage	5,000
Travel & Meetings	5,000
Equipment Rental	1,000
Telephone & Telex	1,000

Total Administration 36,600

Promotion

Advertising	21,000
Promotional Events	16,000
Promotional Material	4,255
Program Production	75,000
Media Services and Press Information	45,000

Total Promotion 161,255

Hospitality and Support Services

Lodging and Meals	630,000
Local Organizing Committees	1,500
Dinners and Receptions	5,000
On-Site Hospitality Suites	5,000
Hotel and Airport Services	2,500
Gifts and Mementos	10,000

Total Hospitality and Support Services 654,000

TOTAL EXPENSES 1,277,828

BALANCE 16,172

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION DIRECTING THE SACRAMENTO SPORTS
COMMISSION TO SUBMIT A BID PROPOSAL
FOR HOSTING THE 1992 UNITED STATES
OLYMPIC TRACK AND FIELD TRIALS
AND AUTHORIZING CONTRACT NEGOTIATIONS**

WHEREAS, the Sacramento City Council supports the promotion of professional and amateur athletic events in Sacramento; and

WHEREAS, Sacramento would receive national recognition and exposure by hosting the 1992 United States Olympic Track and Field Trials;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. Directs the Sacramento Sports Commission to submit a bid proposal for hosting the 1992 United States Olympic Track and Field Trials; and
2. Authorizes the Sacramento Sports Commission to negotiate an agreement with TAC/USA to host the 1992 United States Olympic Track and Field Trials should Sacramento be selected as the host city.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____