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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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SUITE 400
SACRAMENTO, CA
95814-2977

ROBERT P. THOMAS
DIRECTOR

March 6, 1987

916-449-5200

G. ERLING LINGGI
ASSISTANT DIRECTOR

DIVISIONS:

CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM & HISTORY
PARKS
RECREATION
ZOO

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Sacramento Softball Complex Fee Structure and Operating Policy

SUMMARY

This report provides information regarding the Recreation Division fee structure and operating policy as it relates to the newly constructed Sacramento Softball Complex. Further, this report recommends the adoption of proposed fees to be effective March 25, 1987.

BACKGROUND INFORMATION

Sacramento has more softball teams per capita than any other city in the nation, and in terms of team registration, the Sacramento Metropolitan Area is sixth nationally with 2,750 teams registered in 1985. Sacramento is considered the focal point of softball in Northern California and has hosted four national championships with the most recent championship held in 1983. Sacramento has one of the largest youth softball programs on the West Coast and has also hosted the Regional Umpires Clinic the last four years.

Through the efforts of the City and County of Sacramento, and the Greater Sacramento Softball Association, the new Sacramento Softball Complex is now a reality. The Complex has been financed and developed with a combination of City, County, and State grant funds. The opening ceremonies for the facility have been set for June 19, 1987.

Following the June opening, the Softball Complex has been scheduled for the full 1987 summer and fall league seasons, with a total of 344 teams and eight weekend tournaments. Of the weekend tournaments, two regional youth tournaments and three regional adult tournaments are planned. It is expected the Complex will be closed during the winter months of November through February and the 1988 season will begin in early March. In addition to hosting 516 teams and 14 tournaments in 1988, the Sacramento Softball Complex will be the site of a national co-ed slow-pitch tournament involving 80 to 100 teams.

A fee structure designed to offset facility operational costs to the City and County has been prepared. This structure is proposed by the Director of County Parks and Recreation and the City's Director of Parks and Community Services. Exhibit A provides the complete fee structure. The fees established for the complex have been set to offset operating costs of the facility as well as the direct costs of providing recreational services, such as scorekeepers, umpires, utilities and softballs.

The current proposed budget (Exhibit B) estimates revenue generation of approximately \$270,000 from advertising, concessions and fees. Expenditures related to the complex operations are estimated at approximately \$269,000. It is anticipated that revenue generated by all complex activities will recover the FY 1987-88 costs of providing the various recreational services associated with the complex.

Exhibit C provides Council with a description of the Softball Complex general operating policies. The policies have been designed as a set of guidelines for the operation, reservation procedures, requirements for use, programming and advertising.

As per the Joint Use Agreement between the City of Sacramento and the County of Sacramento, the City will program the facility and the County will provide for maintenance. All revenue collected will be placed in a special revenue account and the disbursement of the account (Exhibit D) will be as provided in the agreement between the City and County for operation of the Complex.

FINANCIAL DATA

A summary of the proposed FY 1987-88 total budget for the Sacramento Softball Complex is as follows:

Sacramento Softball Complex - FY 1987-88 Proposed
(Closed November-February)

Revenue

Fees	\$195,020	
Concessions	40,000	
Advertising	<u>35,000</u>	
Total Revenue:		\$270,020

Expenditures

Staff	\$100,534	
Services and Supplies (including umpires, scorekeepers, softballs, equipment and utilities	<u>168,155</u>	
Total Expenditures:		\$268,689
Balance:		\$ 1,331

Budget and Finance Committee
March 6, 1987
Page Three

Revenue generated from the Softball Complex operations will be deposited in a specific complex operations fund in order to offset City costs of operating the Softball Complex and as required by the agreement with the County for maintenance and operations of the Complex.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. It is further recommended that the City Council approve, by resolution, the Sacramento Softball Complex fee structure, to be effective March 25, 1987.

Respectfully submitted,

for - *B. Ewing Long*
ROBERT P. THOMAS, Director
Parks and Community Services

(original signed by Gene Andal)

GENE ANDAL, Director
Parks and Recreation

Recommendation Approved:

Jack R. Crist
JACK R. CRIST
Deputy City Manager

RPT:ja

March 17, 1987
District No. 2

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION ESTABLISHING FEES AND CHARGES AND APPROVING GENERAL OPERATING POLICIES FOR THE SACRAMENTO SOFTBALL COMPLEX

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That effective March 25, 1987, Parks and Community Services Recreation Division fees and charges relating to the Sacramento Softball Complex are hereby established as set forth in Attachment A, attached hereto and incorporated herein by reference.
2. That the City of Sacramento Fees and Charges Report is hereby amended to reflect the Parks and Community Services Recreation Division Sacramento Softball Complex related fees as set forth in Attachment A attached hereto.

MAYOR

ATTEST:

CITY CLERK

SACRAMENTO SOFTBALL COMPLEX

USE FEES

I. TOURNAMENTS

A. Full Tournament, Minimum (or 15% of Gross, whichever is higher)	\$400.00
B. Partial Tournament. Minimum (or 15% of Gross, whichever is higher)	\$125.00 per diamond.
C. Security Deposit	\$100.00

II. ADMISSION/SPECTATOR FEES

25% or an agreed %
negotiated with
the director prior
to the event.

III. PRACTICE SESSIONS

A. Day Light Rate (Before 6:00 p.m.) per 2 hour period	\$ 5.00
B. Evening Rate (After 6:00 p.m.) per 90 minute period	\$ 15.00

IV. SALES

15%

V. NON-SOFTBALL SPECIAL EVENTS

(or 15% of Gross, whichever is greater)

Costs + 20%

VI. CANCELLATION FEES

Administrative Fee for Cancellations

\$ 25.00

A. Tournaments

Less than 60 Days Notice

Security Deposit

Less than 10 Days Notice

Use Fee

Individual Diamond

\$ 25.00 per
diamond

B. Leagues

If no replacement team can be found

Total Fee

VII. LEAGUES

A. Department Leagues	Fast Pitch	\$285.00 per team
	Slow Pitch	\$265.00 per team
	Non-resident Players	\$ 2.00 per player (non-refundable)
B. Co-sponsored		Costs + 20%

VIII. SPECIAL FEES

For special short-term promotional activities of the Sacramento Softball Complex, the fees may be modified at the discretion of the Director of Parks and Community Services, as long as there is no significant revenue loss.

XI. The City's Director of Parks and Community Services shall have the right to establish any fees not herein before set forth; provided, however, that such fees shall not be set lower than the costs of providing the service.

APPROVED:

GENE ANDAL

ROBERT THOMAS

(originals signed by Gene Andal and Robert Thomas)

SACRAMENTO SOFTBALL COMPLEX

USE FEES

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- | | |
|--|--------------------------|
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APPROVED:

GENE ANDAL

ROBERT THOMAS

(Originals signed by Gene Andal and Robert Thomas)

SACRAMENTO SOFTBALL COMPLEX
1987-88 FISCAL YEAR
THREE LEAGUE SESSIONS

EXHIBIT B

REVENUE	
LEAGUES	
432 Slow Pitch Teams @ \$265.00 (9 team leagues)	114,480.00
84 Fast Pitch teams @ \$285.00 (7 team leagues)	23,940.00
TOURNAMENTS	
14 tournaments averaging 22 teams/tournament @ \$150.00/tournament	46,200.00
CONCESSIONS	
Estimated concessions revenue	40,000.00
FACILITY RENTAL	
2 tournaments/mo. (7 mo.) @ 400.00/tournament	5,600.00
Practice permits - March 15 - April 10 (2 time slots per field per night for 15 dates @ 15.00/time slot)	1,800.00
Special Events	3,000.00
ADVERTISEMENT	
Field Signs	25,000.00
Naming of Fields	10,000.00
TOTAL REVENUE	270,020.00
EXPENDITURES	
STAFFING	
Recreation Program Coordinator (City)	29,468.58
Recreation Leader II (City)(.90 F.T.E.)	17,434.87
Maintenance Personnel (County)	53,631.00
Sub total Staffing	100,534.45
SERVICES AND SUPPLIES	
Umpires (leagues)	38,112.00
Umpires (tournaments)	11,200.00
Scorekeepers (leagues)	8,592.00
Scorekeepers (tournaments)	2,688.00
Softballs (275 dozen @50.00/doz.)	13,750.00
Trophies & Awards	17,600.00
Athletic Supplies (bases, pitching rubbers, etc)	1,650.00
Telephone	1,200.00
Printing & Binding	1,000.00
Office Supplies & Materials	300.00
Small Tools, Appliances	200.00
Services & Supplies (County)	37,122.75
Equipment (County)	12,000.00
Equipment (City)	2,000.00
Utilities (operations)	16,470.00
Utilities (security)	1,830.00
Utilities (irrigation)	2,440.00
Sub total Services & Supplies	168,154.75
Total Expenditures	268,689.20
BALANCE	1,330.80
1728 slow pitch league games (9 teams per league) 336 fast pitch league games (7 teams per league) 448 tournament games 2 new balls per game (fast), 1 new ball per game (slow) league playoff games not calculated umpire rates : slow league 8.50/umpire fast league 13.50/umpire tournaments 12.50/umpire scorekeepers: slow league 4.00/game fast league and tournaments 6.00/game awards: league 200/team tournaments 400/tournament	
APPROVED:	
_____ GENE ANDAL	_____ ROBERT THOMAS

SACRAMENTO SOFTBALL COMPLEX
GENERAL OPERATING POLICIES

I. INTRODUCTION

This policy has been established to provide guidelines in the operation, reservation and administration of the Sacramento Softball Complex. Information is included on general operating issues, reservation procedures, requirements for use, programming and advertising.

Discussion within this policy is based upon acceptable administrative policies and is limited in that it only provides guidelines for the operation of a softball complex and is not intended as an operations manual. Therefore, there are no specifics included on use fees, staffing, maintenance responsibilities or processing requests which require approval of a higher authority.

II. DEFINITIONS

Within this policy there are several terms utilized repeatedly in the presentation of information. Following is a definition of these terms.

"CITY" means the City of Sacramento, Department of Parks and Community Services.

"COUNTY" means the County of Sacramento, Department of Parks and Recreation.

"COMPLEX" means the Sacramento Softball Complex.

"SPONSOR" means any individual, group or organization who has interest in, or who is, conducting activities in the Complex.

III. GENERAL OPERATIONS

A. Use Controls Of major concern in the operations of a softball facility is maintaining accurate use records and facility use schedules. Such records enable the manager to identify revenues and expenditures associated with various programs, schedule maintenance and program staff, determine use patterns and insure maximum utilization of facilities.

Such records include a master calendar which would identify each field and note the program, group or individual utilizing the field for every day of the operating season. A calendar of this nature will enable the facility manager to coordinate long and short term reservations of individual and groups of fields. Utilizing this calendar, the manager can develop a weekly use schedule to notify maintenance personnel of weekly needs and the complex concessionaire of hours of operation.

Other records which should be maintained are revenue, expenditures, use and reservations. The system for monitoring revenues and expenditures must be developed to enable the manager to determine the exact costs versus revenues of the various types of use. This, in conjunction with use records, provides a statistical base to determine which types of use are of the greatest benefit to the operating agencies. Reservation records provide a method to verify that use requirements are fulfilled in a timely manner, including posting of deposit, insurance verifications, use payments and submittal of financial reports.

- B. Special Events In an effort to increase exposure and maximize utilization of the Complex, the City and County shall coordinate the hosting of special events at this facility. These special events may be either softball related or non-traditional activities which may appeal to groups, organizations or the general public. Softball related special events shall be scheduled in the same manner as any league or tournament. Softball special events not presented by the City or County must adhere to the standard reservation policies, procedures and fees that have been adopted for the complex.

Non traditional special events must be approved at least thirty (30) days in advance by the Directors of both the City and County Park and Recreation Agencies or their designee. To obtain approval, a detailed program proposal must be submitted to both Directors for review. Such proposals must contain all relevant information including name, date and description of activity, list of potential sponsors and their duties (responsibilities), identification of revenues and how they will be utilized, and a proposed activity budget.

The decision to approve such requests shall be based on the benefit of the activity, availability of facilities and the appropriateness of the activity. Non traditional activities not conducted by the City or County would be required to pay a fee equal to costs incurred by the City or County in hosting the activity plus a 20% fee for administration overhead or the standard percentage of gross receipts which ever sum is greater. Such events will also be required to pay the standard security deposit.

- C. Co-Sponsorship. The City and/or County will consider co-sponsoring leagues, tournaments or special events that are regional in nature and both desirable and beneficial as a City/County program. Requests for co-sponsorship may be submitted to the City or County at least sixty (60) days prior to the scheduled event.

- D. Insurance Groups, organizations, agencies, teams or individuals utilizing facilities at the Complex must provide General Liability Insurance of at least \$500,000. Proof of such insurance policy or policies must be submitted to the City at least two weeks prior activity by means of a certificate of insurance and shall contain the following endorsements:

1. "This insurance policy will not be cancelled without ten (10) days prior written notice to said City."
2. "The City of Sacramento and County of Sacramento are not liable for the payment of any premiums or assessments on this policy."
3. The City of Sacramento and County of Sacramento listed as certificate holder.

(Note: ASA insurance can be provided through Greater Sacramento Softball Association if necessary.)

- E. Sales of Products The sales of food and beverage products shall be permitted by and under the jurisdiction of the Sacramento Softball Complex Concessionaire only. No food or beverage products may be sold or given away by private groups or others utilizing the complex, unless prior arrangements are made with the concessionaire and approved by the City at least thirty (30) days in advance.

No person shall sell, vend, peddle, expose, offer for sale or distribute after sale to the public, any merchandise, service or property or sell tickets for any event nor shall any person solicit or collect donations of money or other goods from the public without expressed approval. City approval must be obtained at least forty-five (45) days in advance of scheduled use to sell any non-food products or goods. Any item approved for sale are subject to the standard percentage fee.

- F. Admission Fee Users who would like to charge an admission fee must obtain written approval from the City at least forty-five (45) days prior to the event. Admission fees are subject to the percentage fee approved for the Complex. Requests to charge such fee must be submitted in writing.

- G. Facility Rules Other than the established ordinances, rules and policies pertaining to City facilities, the following rules shall be enforced at the Complex:

1. No vehicles are permitted in complex or on the fields, except maintenance or emergency vehicles.
2. The riding of bicycles or skateboards are prohibited in the complex.
3. No animals are permitted in the Complex, except seeing eye dogs.
4. No food or beverages may be brought into the Complex.
5. Warm-ups will only be permitted in designated areas only.
6. Steel cleats or spikes are not permitted on the quad area of the complex.

- H. Inclement Weather If there is a question as to field conditions due to inclement weather the day of the scheduled event, group representative will be responsible for contacting the City at 449-5990 weekdays after 1:00 p.m., or 449-5990 after 6:00 p.m. during weekdays and after 7:30 a.m. on weekends. In the event that the fields are not playable, an alternative date may be scheduled. If an acceptable date cannot be found, a full refund will be given.

IV. RESERVATIONS

- A. Priorities Of Use To enable the City to provide an equitable selection process and fulfill the needs of softball enthusiasts, the Adult Sports Division will make final determination of priority and assignment of requesting group for use of Complex softball diamonds. Priority will be based on activities of National or Regional significance, size of activity, service to the public, and previous history using facilities. When conflicts occur, groups that have used complex ball diamonds on a continuing basis may be given special consideration for schedules.
- B. Use Categories It is the intent of the City to utilize the ball facilities to capacity. To accomplish this, leagues and tournaments will be conducted or co-sponsored by the Department to serve the City and County residents. The Department may assist public recreation agencies, organizations and other groups in scheduling and planning leagues and tournaments. The use of facilities is divided into two general categories: Weekday use and weekend use.
1. Weekday-Use - Monday through Friday nights will be used primarily for organized league play. Approval of co-sponsored leagues will depend on need and availability of facilities.
 2. Weekend use - Weekend use will be utilized for tournament play and single day use. Tournaments will be conducted or co-sponsored by the department, public recreation agencies, other governmental agencies, charitable organizations, private groups and commercial enterprises.
- C. Use Definitions The following definitions are provided to inform prospective users of how various activities will be classified. From these categories individuals and groups can determine requirements and fees for use. Any individual or group who feels their activity does not fit the classification as stated below, must submit a request for reclassification with their reservation request.

Full Tournament - any use of three or four diamonds covering two or more consecutive days.

Partial Tournament - Any use of one or two diamonds on any single day or two consecutive days.

Practice - Any use of one single diamond during those times designated as practice sessions.

D. RESERVATION PROCEDURES

1. Tournament and Co-Sponsored Leagues Reservation requests will be accepted beginning November 1st and throughout the month of November for the upcoming year's reservations. By December 31st, all requests will be processed and dates assigned, utilizing the City's priority System. Those granted dates shall be sent a Facility Use Permit which must be signed and returned to Department with any deposits due by February 1st of the new year. Additional requests will be taken and fields assigned on a first come, first served basis beginning February 1st. Any requests received between December 1 and January 31 will be time stamped and assigned available facilities February 1st. After February 1, requests must be submitted to City at least one month prior to the first requested date. Requests must be submitted in writing.

All requests are subject to current fee schedule requirements set by the City of Sacramento and County of Sacramento. The City reserves the right at any time to schedule and/or reschedule facility use to assure maximum utilization of facilities. Using groups will be limited to one tournament date per season. Additional tournament dates may be granted on a limited basis, if; (1) the tournaments are sponsored by the City and/or County, or (2) there are available dates for additional tournaments.

The maximum number of teams allowed to participate within a tournament will be up to the discretion of the City Adult Sports Section depending upon available facilities.

2. Practice Session Beginning March 15, as field conditions permit, the diamonds will be available for organized practices. The purpose of this is to allow teams and groups to use the facilities for practice, before and during league play. A practice schedule will allow greater use of the facilities on a short term notice basis. Daily practice schedule will be as follows and must be reserved within these blocks of time.

10:00 a.m. - 12:00 noon
12:00 noon - 2:00 p.m.
2:00 p.m. - 4:00 p.m.
4:00 p.m. - 6:00 p.m.

Evening practice schedules will be divided into three sessions and must be reserved within those blocks of time.

6:00 a.m. - 7:30 p.m.

7:30 p.m. - 9:00 p.m.

9:00 p.m. - 10:30 p.m.

Reservations will be taken in person only at the City Adult Sports Section offices, 4623 T street, between the hours of 8:00 a.m. to 5:00 p.m., Monday through Thursday for the following Monday through Sunday or any fields available during the current week. Fees are due at the time of reservation. Except for inclement weather, no refunds will be given for cancellation of practice use.

- E. Park Facility Reservation Permit A park facility use permit will be issued to the individual or group making the request once payment and adequate insurance verification is received and a use schedule approved. A permit (or copy) must be in possession of user group, league president or tournament director, at all times while using facilities. The payment receipt will serve as the reservation permit for practice sessions.

V. TOURNAMENTS

- A. Fees Requesting party must submit a Security Deposit \$100.00 to City within two weeks of notification of tournament approval. The minimum use fee is due two weeks prior to the activity.

Ten days prior event, City must approve tournament format. Certain tournament formats may cause the City/County to incur costs above established fees. Sponsors of such activities will be notified of and billed for any additional costs prior to their event. At least five working days prior to the tournament, a schedule of games must be provided to properly schedule field maintenance. When all requirements have been met, an approved use permit will be mailed to the person reserving the facility. If any requirements are not met by the date indicated on the Use Permit, the request for reservation of the facility will be void and the dates, times and facilities requested will be available to other groups.

All tournaments and other activities where a fee is charged will be subject to the standard percentage of gross receipts. Gross receipts is defined as all monies, property or any other thing of value received by tournament sponsor, or agents of the sponsor through the operation of the activity, or associated with the activity, without any deduction or reduction, it being understood, however, that the term gross receipts shall not include any sales or excise taxes imposed by any governmental entity and collected by Sponsor.

- B. Cancellations and Refunds Notice of tournament cancellation must be received in writing by the City at least sixty (60) days prior to the scheduled activity. This is the commitment date for refunds of security deposits. A refund will be given, less a \$25.00 administration fee, for cancellations prior to the commitment date. This fee will be withheld from security deposit.

Cancellations of individual diamonds after the commitment date will result in a twenty-five dollar (\$25.00) fee per diamond to be forfeited from the security deposit. Total cancellation of the tournament after the commitment date will result in total loss of security deposit. Reservations cancelled with less than 10 days notice will receive no refund of use fee, however, security deposit will be refunded. Cancellations must be made in writing, no exceptions.

Facility or equipment damage and/or costs incurred by the City/County for clean-up after tournament or activities associated with the tournament will be deducted from security deposit. Balance of security deposit will be refunded upon receipt of financial statement. If the security deposit does not cover costs of damage or facility clean up, additional charges will be billed to tournament sponsor. This bill must be paid within thirty (30) days or legal action will be taken.

The City retains the right to cancel any activities due to weather, unsafe conditions, sponsors failure to meet established use requirement deadlines, unruly conduct of those attending the event or other reasons that might endanger health, safety or welfare of the public.

- C. Financial Report Each tournament director will be required to submit a financial report and pay any fees due, to the City no later than two weeks following the completion of the tournament or activity (Tournament Reporting Form). Sponsors failing to submit a financial report in the time specified will not be entitled to reserve the facility for future events, and may forfeit all or part of their security deposit. A warning notice will be sent after three weeks. If a financial report is not sent within 30 days legal action may be taken.

- D. Services For scheduled weekend tournaments the fields will be in playing condition, lined, dragged, watered and the bases in place prior to the first game of the day. Every 4 hours a 1/2 hour break should be scheduled between games to allow for field maintenance. Costs of these field preparations are included in the use fees.

In addition, the score boards and announcer's equipment at the softball complex will be available for use after the operator and announcer are instructed on proper use of the equipment by park personnel. Users should inspect press box during instruction period and inform park personnel of any change.

The reserving group is responsible for supervising the use of the equipment and will be charged for the cost of repair or replacement if the equipment is damaged during their use. All activities connected with the group's use of the facility must be supervised by the reserving group. Each press box has an occupancy limit that shall be adhered to. Park personnel will make periodic checks to see that the facilities are being used in an acceptable manner. Groups using the press boxes will be responsible to insure that they are left in a neat and orderly manner. Failure to do so will result in loss of the use of the press box and loss of all or part of the security deposit.

Additional services are available on a fee basis and should be requested at the time of the reservation. The use of the drag scooter by non-park personnel is prohibited, and no private vehicles will be permitted on the fields for the purpose of dragging infields.

- E. Field Use It is recommended that no tournament or other use requiring field preparation will be permitted to begin before 10:00 a.m. Also, all games must be scheduled to be completed by 12:00 midnight.

VI. LEAGUES

- A. Fees The Director of the City of Sacramento, Department of Parks and Community Services shall determine City league fees on an individual league basis to be completely or partially self-sustaining within the budgetary limits established by the City Council. In determining fees, all direct and indirect costs associated with the league shall be considered. Such fees must be approved by the Director of the Sacramento County Department of Parks and Recreation.

Fees for co-sponsored leagues shall be determined by the City Adult Sports Section and based upon league format, facilities requested, services provided, and costs incurred by the City/County. All fees for co-sponsored leagues are due to the City two weeks prior to the first scheduled league game.

- B. Cancellations - Refunds In the event that a reserved diamond will not be used for a co-sponsored league, written notice is required at least two months prior to scheduled use. Failure to contact the department, in writing, will result in loss of reservation privileges.
- C. Services For the first game each night, the field will be in playing condition, lined, dragged, watered, and the bases in place. Other services, including scores booth, score boards, etc., are available and may be requested at the time of reservation.
- D. Entry Priority Priority for entry into leagues will be given to those teams with at least 51% of their players residing or owning property in Sacramento County.

VII. ADVERTISING

Within the boundaries of the Sacramento Softball Complex, parking lot or roadway, no person or user shall distribute, post, circulate, give away, throw, or deposit any handbills, circulars, pamphlets, papers, posters, banners, or advertisements, which material calls the public attention in any article or service for sale or hire, nor shall any person solicit or collect donations or money, or other goods from the public, without the express approval of the City. Requests for such approval must be submitted to City at least thirty (30) days prior the date advertising is to be posted or distributed.

The City and County has established areas on the score booths and outfield fences where interested individuals may lease advertising space on a yearly basis. Following are the policies and procedures which pertain to these advertising areas.

- A. Definitions Within this section there are several terms which are used in the presentation of information. Following is a definition of those terms:

"DIRECTOR" means the Director of the City of Sacramento Department of Parks and Community Services or his duly authorized representative.

"ADVERTISER" means the business or individual interested in, or actually advertising at the Complex.

"SEASON" means a time period from April 1 through October 31 of each year.

- B. Administration The City, Adult Sports Division will be responsible for the administration of these policies. These responsibilities include the recruitment of potential advertisers, interpretation of policies, preparation and administration of contracts, quality control and enforcement of policies and contractual obligations.

- C. Procedure Annually on December 1st, the City will accept proposals from potential advertisers in the form of a "Request to Advertise" at the Complex. Potential advertisers must include within the proposal, the following information or items:

1. Name of the business and/or organization
2. A short description of the business and/or organization, identifying the nature of, or services provided by, the advertiser.
3. Identification of the advertising area requested.
4. A sample of the billboard or ad to be posted.

5. A \$50 deposit, in the form of a Cashier's Check or Money Order made payable to the City of Sacramento as a guarantee that if the proposal is accepted, the advertiser will execute the agreement. Said deposit will be credited to advertising fee if accepted, or refunded if advertising is denied.

Proposals will be accepted through December 15th and areas assigned by January 1st. Advertisers who are assigned an advertising space will be sent a contract by January 1st. These contracts must be signed and returned to the Department within thirty (30) days of receipt. Any advertising space for which a signed contract has not been returned by this deadline, will be available on a first come first serve basis on February 15th of each year. The final decision to award advertising space shall be made by the "DIRECTOR"

D. Advertising Content The City reserves the right to reject the content of any advertisement. Advertisers will not be permitted for illegal or immoral activities or products, advertising promoting a political candidate, party or proposition, or any advertising prohibited by Federal, State or Local laws. Preferred is advertising related to softball, sports or recreation. Also acceptable are advertisements for activities, services or products of a general nature which are available to the entire populace and not restricted due to race, religion or origin.

E. Priorities The following priority system will apply to assign advertising space where two or more businesses and/or organizations have requested the same advertising space:

- 1) Returning advertisers from the previous year for the same space and ad at the Complex.
- 2) Businesses which have sponsored City Tournaments at the Complex the previous year.
- 3) Businesses and/or organizations which are directly associated with softball.
- 4) The final selection factor will be the date of request submittal with the earliest submittal receiving priority.

If the original advertising space requested by a business or organization is not available, the City will automatically assign the next most beneficial advertising space for advertisers consideration. Ranking of advertising space by benefit to advertisers is determined by both location and diamond.

APPROVED:

GENE ANDAL

ROBERT THOMAS

(Originals signed by Gene Andal and Robert Thomas)

SACRAMENTO SOFTBALL COMPLEX REVENUE DISBURSEMENT
(City Agreement No. 84081)

- A. First, to compensate the City for those operating costs consisting of electrical, water, sewer and other utilities; recreational equipment such as balls; recreational prizes such as trophies; advertising and publicity; and compensation to persons retained to operate the recreational programs such as umpires.
- B. Second, to reimburse the County for those costs of maintenance which are unrelated to personnel consisting of materials or supplies required for maintenance of landscaping, pavement and field preparation; and materials, supplies or the costs of contracts (including labor) by which the project improvements are repaired or replaced, when such repair or replacement is not a part of ongoing day-to-day maintenance.
- C. Third, to reimburse the City for the salary and fringe benefit costs of City employees required to operate, supervise and manage the project site project improvements; and recreational programs conducted thereon.
- D. Fourth, to reimburse the County for the salary and fringe benefit costs of County employees required to maintain, repair and replace the project site and project improvements.
- E. Fifth, to the City and County, in equal shares, as necessary to reimburse the County or City for any costs associated with the project site or project improvements incurred in prior operating years which were not reimbursed by revenues received during those operating years.
- F. Any balance remaining in the special account after application of the proceeds thereof according to the above priorities shall be carried forward to the succeeding operating year as a reserve for future costs.