



CITY OF RICHMOND

REPORT TO COUNCIL

TO: Richmond City Council
FROM: Councillor Bill McNulty,
Chair, Corporate Sponsorship Committee
RE: **Richmond Senior Men's Fastball League Steveston Park Fastball Outfield Sponsorship Proposal**

DATE: May 25, 2000
FILE: 7200-01

COMMITTEE RECOMMENDATION

1. That Council authorize the Richmond Senior Men's Fastball League to erect temporary advertising signage on the Steveston Park baseball diamond outfield fence during the 2000 baseball playing season as set out in Attachment 1.
2. That staff report to Council in October 2000 outlining a review of the pilot initiative and recommendations for the future.

Councillor Bill McNulty,
Chair, Corporate Sponsorship Committee

Att.2

STAFF REPORT

ORIGIN

The Richmond Men's Fastball League has approached the Parks Department with a proposal to allow for the corporate sponsorship of advertising to be hung on the outfield fence of the Steveston Park fastball playing field. The proposal is outlined in a letter from the Richmond Senior Men's Fastball League (Attachment 1). This report outlines a possible process for a pilot program of outfield signage sponsorship to be undertaken by the Richmond Senior Men's Fastball League.

ANALYSIS

The Richmond Senior Men's Fastball League is one of the primary user groups of the fastball diamond located in Steveston Park. Over the years, this League has been diligent in maintaining the fastball diamond with their volunteer time and through monies raised via fundraising. Examples of projects/field enhancements completed by the League include:

- Field maintenance,
- Fieldhouse construction
- Bleacher construction
- Cost shared retrofit of infield
- Field lighting sponsorship
- Scoreboard installation sponsorship
- Storage area construction
- Sponsorship of infield sprinkler system for infield
- Construction of a concession stand
- Other miscellaneous series of improvements to the fastball diamond in partnership with the Parks Department.

The significant level of sponsorship and construction improvements/amenities provided to the community by the Richmond Senior Men's Fastball League has proven to be successful in the past and has provided park amenities above and beyond the level provided by the City.

Proposal Details

Through discussion with the Richmond Senior Men's Fastball League, the following proposal for a one year pilot program for outfield signage sponsorship at the Steveston Park fastball diamond is proposed. The proposed signage is similar to the signage placed around hockey rinks in the National Hockey League and found in most professional baseball playing field outfield fences.

General

That the Richmond Senior Men's Fastball League be permitted to solicit corporate sponsors for the purpose of installing advertising signage in the fastball outfield of the Steveston Park baseball outfield fence as a pilot project for the 2000 ball playing season from April 2000 to August 31, 2000.

1. Proposed Terms for Sponsorship Approval

- 1.0 After securing prospective sponsors, the Richmond Senior Men's Fastball League submit a complete list of proposed sponsors, to the City of Richmond Parks Department for approval by the Corporate Sponsorship Committee.
- 1.1 Once the potential list of sponsors is approved, the Richmond Senior Men's Fastball League be authorized in writing by the City of Richmond to proceed with the construction of temporary sponsorship signs for installation on the outfield fence at the Steveston Park fastball diamond outfield fence (Attachment 2).

2.0 Terms for Sign Creation/Installation/Maintenance and Removal

- 2.1 The Richmond Senior Men's Fastball League will be solely responsible for the storage creation, installation, maintenance and removal of the temporary outfield sponsorship signage at the Steveston Park fastball diamond, including any financial implications.
- 2.2 The Richmond Senior Men's Fastball League will agree to install sponsorship signage on a maximum of ten outfield fence sections to include a maximum of 10 4 foot by 8 foot temporary signs, or 20 - 4 foot by 4 foot half sections for the purposes of this pilot project.

3.0 Revenue Sharing Agreement

- 3.1 The Richmond Senior Men's Fastball League will sign a written agreement between themselves and the City of Richmond to ensure that 85% of all sponsorship monies generated via this corporate sponsorship initiative be held in trust by the Richmond Senior Men's Fastball League for the future expenditure of a new fastball backstop fence for the Steveston Park fastball diamond.
- 3.2 The Richmond Senior Men's Fastball League will agree to give 15% of all sponsorship revenue generated to the City of Richmond to be held in trust for future park improvements at the Steveston Park fastball diamond.

4.0 Advertising Fee Structure

- 4.1 The Richmond Senior Men's Fastball League proposes two advertising fee structures for the purposes of this pilot project. To maximize the use of available space (ten outfield fence sections), and to encourage the participation of a variety of corporate sponsors, the following fee structure is proposed in Table 1:

TABLE 1

One Fence Section	Cost to Sponsor	Half Fence Section	Cost to Sponsor
Pilot Year	\$1000.00	Pilot Year	\$500.00
Year 2*	\$800.00	Year 2*	\$400.00
Year 3*	\$600.00	Year 3*	\$300.00

*Depending on the success of the outfield signage corporate sponsorship initiative, and approval for its continuation, proposed successive year sponsorship figures have been included to demonstrate opportunities for continued revenue generation.

5.0 Timeframe

- 5.1 The Richmond Senior Men's Fastball League will agree to erect the temporary signage, after approval of sign content by the City of Richmond Corporate Sponsorship Committee, for the period beginning no earlier than April 2000 ending October 2000 for the purposes of the pilot project.

Next Steps

If approved, this pilot sponsorship agreement when executed in good faith between the City and the Richmond Senior Men's Fastball League could potentially generate a significant amount of revenue for the future improvement(s) of the Steveston Park fastball diamond. The benefit of such improvements would be noticeable and at no cost to the City. Another opportunity of this type of sponsorship proposal is the option to pilot additional areas in successive years.

FINANCIAL IMPACT

There is no financial impact for the implementation of the proposed pilot project. There is an opportunity for a maximum revenue generation in the pilot year of \$10,000.00 towards future improvements of the Steveston Park fastball diamond including the construction of a new backstop fence.

CONCLUSION

By working in continued partnership with the Richmond Senior Men's Fastball League, the City can realise a source of revenue to improve existing amenities in the Steveston Park fastball field. If approved, staff will monitor the status of the pilot sponsorship initiative and report recommendations for the future to Council in October 2000.

Michael Redpath
Manager, Parks Administration and Programs

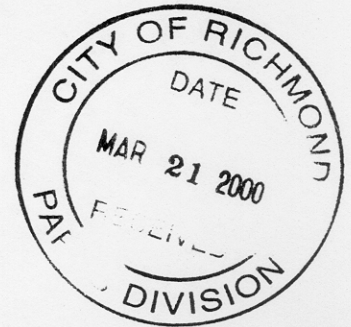
Dave Semple
Director, Parks

RICHMOND SENIOR MEN'S FASTBALL LEAGUE

STEVESTON PARK

RICHMOND, B.C.

Mr. Mike Redpath, Coordinator
Partnership and Stewardship
Community Services Division
City of Richmond
5599 Lynas Lane
Richmond, BC V7C 5B2



March 16th, 2000

Ed Thornley, Director
Richmond Senior Men's Fastball League
3060 Bowen Drive
Richmond, BC V7C 4C7

Dear Mr. Redpath,

This letter is to confirm our discussions of the March 13th meeting between Marshall Shields, Rich Hagan and myself from the RSMFL and Dave Semple, Ross Sakai and you, representing the City of Richmond.

It was agreed:

- ~ the RSMFL is permitted to erect temporary advertising signage on a maximum of ten outfield fence sections during the 2000 ball season;
- ~ this marketing program is a trial only with a view to increase advertisers in subsequent years;
- ~ the sign(s) per section will be 4 ft. x 8 ft., two 2 ft. x 8 ft. or two 4 ft. x 4 ft.;
- ~ the signs will be mounted on the bottom portion of the chain link and will be made of corrugated vinyl;
- ~ before these billboards are displayed, approval must be obtained from Parks Services as to the acceptability of clientele;
- ~ the RSMFL is to withhold 15% of the gross funds collected from advertisers and placed in a trust account towards a new backstop for Steveston Park;
- ~ a sample contract between the RSMFL and its promotion customers is to be forwarded to Mr. Semple; and,
- ~ our ball league is solely responsible for the replacement or repair of vandalized signs.

We thank you, Mr. Redpath, for assisting us with a superior advertising fee structure. Although not finalized by our league, we plan to heed your advice:

~ one fence section	1 st year	\$1,000.00
	2 nd year	800.00
	3 rd year	600.00
~ half a section	1 st year	\$ 500.00
	2 nd year	400.00
	3 rd year	300.00

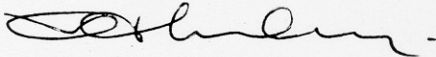
We may again require your assistance regarding section upgrade/downgrade charges, beyond the third year costs, etc. Your input would be much appreciated.

This fence proposal is a foundation for us and other amateur sports associations as well as a taxpayer blessing. Not only will these colourful outfield fence posters augment a professional ball park atmosphere they will also provide funds to continue, in consort with the City, the enhancement of “Beautiful Steveston Park.”

In every fastball campaign, team sponsorship money goes towards team costs: bats, uniforms, tournament entry fees, helmets, catcher equipment, jackets, hats, league fees, etc. These league fees cover the expense of umpires, scorekeeping and announcing, balls, field preparation, field equipment, maintenance and additions. The RSMFL normally hosts a tournament or two, complete with beverage licenses, to support our park enrichment initiative. We wish to continue with our philanthropic history but, to be blunt, our league can no longer afford to inject monies into facility improvements unless fund raising adjustment are made.

The Richmond Senior Men’s Fastball League considers our March 13th meeting and the City’s recent proposed signage policy modification refreshing and promising for us, our community and the business sector. We are fortunate to have the support of Mayor Halsey-Brandt who welcomes the opportunity to work with sports groups to help meet their needs. We are also appreciative of your efforts and those of Councilor McNulty who has encouraged our cause from inception.

Sincerely,



Ed Thornley

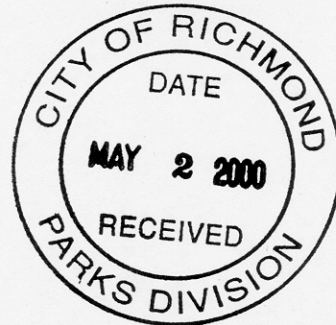
Copies: Rich Hagan
Marshall Shields
J. P. Baril
Councilor McNulty
Ross Sakai
Dave Semple

RICHMOND SENIOR MEN'S FASTBALL LEAGUE

STEVESTON PARK

RICHMOND, BC

Mr. Mike Redpath, Coordinator
Partnership and Stewardship
Community Services Division
City of Richmond,
5599 Lynas Lane
Richmond, BC V7C 5B2



April 26th, 2000

Ed Thornley, Director
Richmond Senior Men's Fastball League
3060 Bowen Drive
Richmond, BC V7C 4C7

RE. ADVERTISING SIGNAGE AT STEVESTON BALLPARK

Dear Mr. Redpath,

As we discussed, enclosed is a draft contract between the RSMFL and potential clients. Kindly scrutinize the document and phone me with your suggestions. I will be able to make minor changes as required prior to the April 28th deadline.

I am also drafting a sample letter of solicitation to prospective customers which I will forwarding to you for your input. It will contain our concerns regarding costs, pilot project information, what the money will be used for, League history, etc.

I hope that everything is satisfactory and will meet with Council's approval.

If I don't see you before you leave, have a happy Cuba!

Yours truly,

A handwritten signature in black ink, appearing to read "Ed Thornley".

Ed Thornley

Home: 275-3960

Work: 270-4811

Copies: Rich Hagan
Marshall Shields
Councilor McNulty
JP Baril

RSMFL2000pg13

Advertising Agreement

Date: _____

Between - Richmond Senior Men's Fastball League, also referred to as "RSMFL", and _____ referred to as "the advertiser", upon which option _____ from appendix "A" has been chosen.

RSMFL agrees to supply an advertising sign to be hung upon the outfield fence at Steveston Park. This sign shall be visible to fans and players throughout the fastball season. RSMFL and "the advertiser" shall agree upon the script and/or logo. The decided layout will be displayed upon a corrugated vinyl placard with a one-color background, which will be securely attached by plastic "zap" straps along the lower portion of the chain link. The sign shall be removed at the end of the fastball season by RSMFL and kept in storage until the following season, upon which RSMFL will re-hang the advertisement at the beginning of the next season if agreed upon by RSMFL and "the consumer" as per appendix "A". All monies are to be paid in full prior to the advertisement being erected.

RSMFL is responsible for the costs of the original sign, as well as replacement or repair of any vandalized, stolen or damaged sign. All replacements/repairs shall not exceed 2 weeks.

Sign Size	Term	Cost
4 ft. x 4 ft. (Option # 1) X _____	1 st year	\$500.00
	2 nd year	\$400.00
	3 rd year	\$300.00
2 ft. x 8 ft. (Option # 2) X _____	1 st year	\$500.00
	2 nd year	\$400.00
	3 rd year	\$300.00
4ft. x 8 ft. (Option # 3) X _____	1 st year	\$1,000.00
	2 nd year	\$800.00
	3 rd year	\$600.00

Appendix "A"

RSMFL hereby agrees to the above terms

X _____

Rich Hagen, President

"the advertiser" hereby agrees to the above terms

X _____

Print Name _____

Position _____

X _____

Print Name _____

Position _____



STEVESTON PARK

NUMBER ONE ROAD



PROPOSED
AREA FOR
SIGNAGE

249

NOTE: APPROXIMATE LOCATION OF ALL UTILITIES SERVICES
SHOWN ON THIS PLAN ARE FOR INFORMATION ONLY.

THE DEVELOPER OR CLIENT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE LOCATION OF ALL UTILITIES SERVICES SHOWN ON THIS PLAN IS FOR INFORMATION ONLY. THE DEVELOPER OR CLIENT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE LOCATION OF ALL UTILITIES SERVICES SHOWN ON THIS PLAN IS FOR INFORMATION ONLY.

REFERENCE DRAWINGS:
ROAD CONSTRUCTION
STORM SEWER INSTALLATION
WATERMAIN INSTALLATION
MATERIALS STORAGE
LANDSCAPE ARCHITECTURE
SITE PLAN

NO.	DESCRIPTION	DATE
1	PRELIMINARY SITE PLAN	10/10/00
2	FINAL SITE PLAN	10/10/00
3	LANDSCAPE ARCHITECTURE	10/10/00
4	ROAD CONSTRUCTION	10/10/00
5	STORM SEWER INSTALLATION	10/10/00
6	WATERMAIN INSTALLATION	10/10/00
7	MATERIALS STORAGE	10/10/00
8	LANDSCAPE ARCHITECTURE	10/10/00
9	FINAL SITE PLAN	10/10/00

LEGEND

SYMBOL	DESCRIPTION
(Symbol)	EXISTING BUILDING
(Symbol)	PROPOSED BUILDING
(Symbol)	EXISTING DRIVEWAY
(Symbol)	PROPOSED DRIVEWAY
(Symbol)	EXISTING PARKING
(Symbol)	PROPOSED PARKING
(Symbol)	EXISTING LANDSCAPE
(Symbol)	PROPOSED LANDSCAPE
(Symbol)	EXISTING UTILITIES
(Symbol)	PROPOSED UTILITIES
(Symbol)	EXISTING FENCE
(Symbol)	PROPOSED FENCE
(Symbol)	EXISTING ROAD
(Symbol)	PROPOSED ROAD
(Symbol)	EXISTING WATERMAIN
(Symbol)	PROPOSED WATERMAIN
(Symbol)	EXISTING STORM SEWER
(Symbol)	PROPOSED STORM SEWER
(Symbol)	EXISTING TREE
(Symbol)	PROPOSED TREE
(Symbol)	EXISTING PLANT
(Symbol)	PROPOSED PLANT
(Symbol)	EXISTING LIGHT
(Symbol)	PROPOSED LIGHT
(Symbol)	EXISTING SIGN
(Symbol)	PROPOSED SIGN

NO.	DATE	BY	DESCRIPTION
1	10/10/00	[Name]	PRELIMINARY SITE PLAN
2	10/10/00	[Name]	FINAL SITE PLAN
3	10/10/00	[Name]	LANDSCAPE ARCHITECTURE
4	10/10/00	[Name]	ROAD CONSTRUCTION
5	10/10/00	[Name]	STORM SEWER INSTALLATION
6	10/10/00	[Name]	WATERMAIN INSTALLATION
7	10/10/00	[Name]	MATERIALS STORAGE
8	10/10/00	[Name]	LANDSCAPE ARCHITECTURE
9	10/10/00	[Name]	FINAL SITE PLAN

THE CORPORATION OF THE TOWNSHIP OF RICHMOND
 STEVESTON PARK
 OVERALL SITE LAYOUT OF
 PARK DEVELOPMENT

NO.	DATE	BY	DESCRIPTION
1	10/10/00	[Name]	PRELIMINARY SITE PLAN
2	10/10/00	[Name]	FINAL SITE PLAN
3	10/10/00	[Name]	LANDSCAPE ARCHITECTURE
4	10/10/00	[Name]	ROAD CONSTRUCTION
5	10/10/00	[Name]	STORM SEWER INSTALLATION
6	10/10/00	[Name]	WATERMAIN INSTALLATION
7	10/10/00	[Name]	MATERIALS STORAGE
8	10/10/00	[Name]	LANDSCAPE ARCHITECTURE
9	10/10/00	[Name]	FINAL SITE PLAN