



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Parks, Recreation & Cultural Services Committee **DATE:** June 20, 2002
FROM: Mike Redpath **FILE:** 7200-01
Manager Parks Programs, Planning & Design
**RE: Steveston Men's Fastball League Outfield Signage Sponsorship Program Pilot
Project Review**

STAFF RECOMMENDATION

1. That a contribution agreement with the Richmond Senior Men's Fastball League for seasonal outfield sponsorship signage be developed for a period of two years and reviewed by staff on an annual basis.

Mike Redpath
Manager, Parks Programs, Planning & Design

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
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STAFF REPORT

ORIGIN

At the June 12, 2000 Regular Council meeting, staff received the following referral regarding the proposal received from the **RICHMOND SENIOR MEN'S FASTBALL LEAGUE - STEVESTON PARK FASTBALL OUTFIELD SPONSORSHIP PROPOSAL:**

"That the Richmond Senior Men's Fastball League be authorized to erect temporary advertising signage on the Steveston Park baseball diamond outfield fence during the 2000 baseball playing season."

"That staff report to Council in October 2000 outlining a review of the pilot initiative and recommendations for the future."

In the Fall of 2000 the RSMFL decided that it did not have the time to solicit sponsorship for the 2000 ball paying season, and as such, staff received the following referral at the August 28, 2000 Council meeting:

"That staff report to Council in October 2001 outlining a review of the pilot initiative and recommendations for the future."

The purpose of this report is in response to the above referral and to provide Committee with an update on the status of the RSMFL outfield signage sponsorship pilot project which took place during the 2001 ball playing season.

ANALYSIS

Pilot Project

In the summer and early fall of the 2001 softball season, the RSMFL undertook the pilot outfield sponsorship initiative.

Staff has worked with Richmond Senior Men's Fastball league on the design of the signs and the approval of the sponsors. The RSMFL was successful in securing several sponsors for the 2001 season. The program has generated \$2,506.36 worth of net revenue and the funds are held in the RSMFL trust account.

The RSMFL have worked in partnership with the city for many decades to develop and maintain the softball facilities at Steveston park .The RSMFL have been able to generate and contribute the resources needed to build and install most of the softball amenities at the park.

The RSMFL would like to continue working with the city to repair and upgrade the existing softball facilities when needed .The pilot outfield fence signage sponsorship program will assist RSMFL to maintain their ability to contribute to repair and upgrade the facilities that they use .

FINANCIAL IMPACT

A condition of the outfield signage program, similar to the ice arena board advertising, is that the signs cannot be seen from adjacent properties, or the street. Unique to this site is the existence of a landscape bermed outfield, which is enclosed, on City – not School District property, and permanently fenced.

The requirement at the Steveston Park softball diamond for the placement of the signs so that they are only visible from the infield does not contribute to visual pollution in the area.

Implications of Continuation

Given the success of the RSMFL outfield sponsorship signage program, other sports organisations may request to undertake similar activities at other baseball or softball diamond sites. The approval of this program is precedent setting, and staff are recommending that any further requests to undertake similar activities be reviewed on an individual basis subject to approval by Council. Key to any future review will include such items as:

- Timeframe for sponsorship signage
- Size of signage
- Liability for signage
- Revenue Sharing Arrangements
- Approval of potential sponsors
- Location of signage to ensure visibility from only enclosed ball diamonds

FINANCIAL IMPACT

2001 Steveston Park Outfield Sponsorship SIGNAGE REPORT			
SPONSORS	COST	REVENUE	NET REVENUE
Remax Sean Lawson		\$500.00	
Dave's Fish & Chips		\$1,000.00	
Super Grocer		\$1,000.00	
Steveston Hotel		\$1,000.00	
Boston Pizza		\$500.00	
Steveston Hardware		\$500.00	
Anti-Graffiti	\$200.00		
Sign Cost Total	\$1793.64		
	\$1,993.64	\$4,500.00	\$2,506.36

2001 Steveston Park Outfield Sponsorship Revenue Report

PARK IMPROVEMENT/DONATIONS	COSTS	REVENUE: \$2506.36
1. New Sprinkler System	\$100.00	\$2406.36
2. Equipment Rental	\$500.00	\$1906.36
a. Bobcat		

PARK IMPROVEMENT/DONATIONS	COSTS	REVENUE: \$2506.36
b. Rototiller c. Sod Cutter		
3. Salmon Festival Sign	\$250.00	\$1650.36
4. Canuck Place	\$500.00	\$1150.36
5. New Bases	\$500.00	\$ 650.36
6. Backstop Fund	\$525.00	\$ 125.36
	Total:	\$ 125.36

There is no financial impact for the continuation of the program at this time.

CONCLUSION

A direct benefit of this program is the involvement of local businesses and the City working in partnership to assist a community sports organization. The revenue generated by RSMFL will support their ability to perform the regular maintenance and fund future upgrades to the softball facilities that they use at Steveston park. The additional levels of maintenance performed by the RSMFL will continue to provide a higher quality playing field than normally provided as a regular Park standard.



Ross Sakai
Co-ordinator, Sports Services