



Legislation Details (With Text)

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Title: Actions pertaining to a License Agreement with California Interscholastic Federation (CIF) for use of Woodward Park for the State Cross Country Championship Special Event:
 1. Authorize a five (5) year License Agreement with California Interscholastic Federation (CIF) for use of Woodward Park for the State Cross Country Championship Special Event two days per year

Sponsors: Office of Mayor & City Manager

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REPORT TO THE CITY COUNCIL

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BY: DAVID RODRIGUEZ, Program Manager, Special Events
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SUBJECT

Actions pertaining to a License Agreement with California Interscholastic Federation (CIF) for use of Woodward Park for the State Cross Country Championship Special Event:
 1. Authorize a five (5) year License Agreement with California Interscholastic Federation (CIF) for use of Woodward Park for the State Cross Country Championship Special Event two days per year

RECOMMENDATION

Staff recommends that the City Council, in collaboration with the Fresno/Clovis Convention and Visitors Bureau (FCCVB), authorize a five (5) year License Agreement with California Interscholastic Federation (CIF) for use of Woodward Park for the State Cross Country Championship Special Event two days per year.

EXECUTIVE SUMMARY

The proposal would cover the next five (5) years 2023, 2024, 2025, 2026, and 2027, and includes the following terms:

CIF will:

- Pay a \$1,000 cleaning/security deposit fee for each annual event with up to 80% refundable dependent on the condition of the facility after completion of each event.
- Operate the park entrance off Friant Road and may charge entry fees, with all proceeds going to CIF.
- Agree not to charge park entrance fees to other non-event park users such as pedestrians, cyclists, etc.
- Grant entry into any location in the park without charge to City of Fresno employees and City vehicles, as is consistent with normal park operations.

City will:

- Operate the park entrance off Audubon Drive with gate fee proceeds going to the PARCS Department.
- Contribute \$10,000 per year toward stipend fee to CIF

FCCVB will:

- Provide an annual stipend fee of \$10,000 to CIF.

BACKGROUND

The California Interscholastic Federation (CIF) is authorized by the California state legislature to govern high school athletics. CIF is a non-profit organization that administers high school athletic programs and enforces rules relating to a student's involvement in athletics. The CIF conducts regional and state championships in cross country, volleyball, basketball, football, golf, track and field, wrestling, soccer, and tennis.

During the construction of Woodward Park in the late 1970's, Fresno State coach Red Estes helped develop cross country courses that covered 5 miles, 5,000 meters and 10,000 meters. For several years, the City of Fresno has hosted cross country events for primary, middle, and high schools, as well as community colleges and state universities.

The CIF Cross Country Championship races have been held at Woodward Park since November of 1987. The races are held on the Friday and Saturday of the Thanksgiving holiday weekend in November each year. To mitigate any issues for Fresno residents wishing to use the park during the event, the Special Events Division of the City Manager's Office is proposing several remedies that will allow residents who are not attending the event to access to the park during the long Thanksgiving holiday.

ENVIRONMENTAL FINDINGS

By definition provided in the California Environmental Quality Act (CEQA) Guidelines Section 15378 this item does not qualify as a "project" as defined by CEQA.

LOCAL PREFERENCE

Not implemented because this item does not include a bid or award of a construction or services contract.

FISCAL IMPACT

The City's total contribution for this event is \$10,000. The Fresno/Clovis Convention and Visitors Bureau will also be contributing \$10,000 for a total bid proposal of \$20,000. Historically, more than 10,000 people attend this event, and book 1,100 hotel room nights. This results in an annual economic impact of \$350,000 on a weekend (the weekend after Thanksgiving) that is typically a slow time for hotels in the area.

Attachment:
Agreement