CITY OF LOS ALAMITOS
3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA
PARKS, RECREATION, AND
CULTURAL ARTS COMMISSION
MEETING

Wednesday, December 7, 2016 – 7:00 P.M.

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at the Recreation & Community Services Department or on the City’s website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the Parks, Recreation & Cultural Arts Commission after distribution of the agenda packet are available for public inspection at the Recreation & Community Services Department, 10911 Oak St., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the Recreation & Community Services Department at (562) 430-1073, extension 540, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the Parks, Recreation & Cultural Arts Commission Secretary at the meeting for individuals with hearing impairments.

Persons wishing to address the Parks, Recreation & Cultural Arts Commission on any item on the Parks, Recreation & Cultural Arts Commission Agenda should complete a yellow “Request to Speak” card and will be called upon at the time the agenda item is called or during the Parks, Recreation & Cultural Arts Commission’s consideration of the item and may address the Parks, Recreation & Cultural Arts Commission for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL
   Commissioner Bell
   Commissioner Carvajal
   Commissioner Estrada
   Commissioner Jempsa
   Commissioner Jorge
   Vice Chair Decker
   Chair Wilson
3. PLEDGE OF ALLEGIANCE

4. ORAL COMMUNICATIONS
At this time, any individual in the audience may come forward to speak on any item within the subject matter jurisdiction of the Parks, Recreation & Cultural Arts Commission (PR&CA). Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

5. MINUTES
Approval of the minutes for the regular and special meeting of November 2, 2016.

6. STAFF REPORTS

A. Quarterly Park Maintenance Update
   This agenda item is to update the Parks, Recreation and Cultural Arts Commission on Quarterly Park Maintenance efforts and results made throughout the City.


B. Race on the Base Update
   This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information regarding the 2017 Race on the Base.


7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

8. COMMISSIONER REPORTS
At this time, Commissioners may report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide staff direction to report back or to place the item on a future Agenda.

9. ADJOURNMENT

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the Community Center, Museum and City Hall not less than 72 hours prior to the meeting. Dated this 1st day of December 2016.

Trini Zenovka, Department Secretary
MINUTES OF PARKS, RECREATION AND CULTURAL ARTS COMMISSION
OF THE CITY OF LOS ALAMITOS

REGULAR MEETING – WEDNESDAY, November 2, 2016

1. CALL TO ORDER
The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:00 p.m., Wednesday, November 2, 2016, in the Council Chambers, 3191 Katella Ave., Chair Wilson presiding.

2. ROLL CALL
Present: Commission Members: Carvajal, Decker, Estrada, Jempsa, Wilson
Absent: Commission Members: Jorge, Bell
Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.
Emeline Noda, Recreation Manager
Ron Noda, Recreation Manager
Tony Brandyberry, Superintendent, Public Works
Megan Shimada, Recreation Coordinator

3. PLEDGE OF ALLEGIANCE
Chair Wilson led the Pledge of Allegiance.

4. ORAL COMMUNICATIONS
Chair Wilson opened Oral Communications. There being no one present wishing to speak, Chair Wilson closed Oral Communications.

5. MINUTES
Motion/Second: Wilson/Carvajal
Abstain: None
Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of November 2, 2016.

6. STAFF REPORTS
A. Recap of 2016 Truck or Treat featuring the Treasure Hunt
Megan Shimada, Recreation Coordinator from the Recreation and Community Services Department, provided The Parks Recreation and Cultural Arts (PR&CA) Commission a recap of its 5th Annual Trunk or Treat featuring the Treasure Hunt at Little Cottonwood Park on Saturday, October 22, 2016. An estimated 2,500 people visited Little Cottonwood Park for the events festivities. This event featured a costume contest, arts and crafts, a fun photo area, carnival game booths, and age-appropriate treasure hunt areas, inflatables, trick-or-treating from trunks, food trucks, and activities for the entire family. Grateful Hearts was the recipient of the “Tricked Out Trunk” award.
B. Orville Lewis Park Playground Equipment Color Options

Tony Brandyberry, Superintendent of Public Works, provided color options to the PR&CA Commission from solicited bids requesting recommendations for new playground equipment at Orville Lewis Park. Staff must order the new play equipment by November 22, 2016 to receive the available grant funding. This park will be the first “themed park” in Los Alamitos with an “airplane” as the play equipment. The proposed playground equipment is meant for 5-12 year olds and, it is recommended to maintain the “belt” swings.

The PR&CA Commission approved staff recommendation and incorporated the color schemes green, yellow combo and blue (green panels, blue posts and yellow slides) for playground equipment at Orville Lewis. Motioned: Carvajal/Wilson

C. Park Playground Surfacing Options

Tony Brandyberry Superintendent of Public Works provided surfacing options to the PR&CA Commission as the City is out to bid to purchase Orville Lewis Park Playground Equipment and take the results of that bid to City Council for approval at the November 21, 2016 meeting. Staff recommended to replace the existing “Tcot Lot” rubberized surface as it is worn down. Little Cottonwood Park is the newest playground. Due to the cost of the pour in place, it would be worth the investment of the surfacing to improve the aesthetics and functionality of both playgrounds. Staff also recommended leaving the woodchips that are currently in place at the other parks to keep costs down and maintain the high level of safety in the playgrounds. As the City Council replaces playground equipment in the future, it would be recommended that the playground surfacing be replaced at that time with the pour in place.

The PR&CA Commission also approved the surfacing material for Orville Lewis Park, as well as other City parks to best utilize the grant. Motioned: Carvajal/Wilson

D. 2016 Winter Wonderland at the Plaza Preview

Corey Lakin, Recreation and Community Services Department Director, provided a preview of the 5th Annual Winter Wonderland at the Plaza event scheduled for Saturday, December 3, 2016. More than 4,500 participants are anticipated this year, providing the very generous sponsors, vendors and entertainers a great opportunity to showcase to the community what they have to offer.

There are a few enhancements this year that will help accommodate the growing event. The first and most significant change is that the event will now take place on Pine Street. The focus will still remain at St. Isidore Historical Plaza with the snow, the snowman, Santa and Mrs. Claus, and arts and crafts, however, by moving the remainder of the event onto Pine Street, allowing more space for event activities and parking. The movement of the “snow” machines will allow for more widespread “snow” throughout the street. Staff has secured stage performances with live entertainment throughout the evening. A large sledding area with four sled runs will continue to be available for all ages to experience the snow, along with three different
a snow play area and the chance to take a photo with a snowman under the “snowy” sky. All of these activities are free to the public throughout the entire event.

We have partnered with Summer Harvest and three other local non-profits this year to reinvigorate the canned food drive. Food vendors, sales vendors, sponsors, churches, and non-profits will line Pine Street providing visitors opportunities to shop, receive information or donate to their favorite causes. All the proceeds collected from the food trucks, vendors and sponsors help pay for the event and keep Winter Wonderland at the Plaza free.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT
Corey Lakin, Recreation and Community Services Department Director, encouraged the PR&CA commission to attend the Commissioner Dinner to be held at the Community Center on December 6, 2106 and Winter Wonderland on December 3, 2016 at the Plaza. On behalf of the City of Los Alamitos we wish you and your families a wonderful Thanksgiving.

Emeline Noda, Recreation Manager requested judges for the Holiday Decorating Contest on December 14, 2016. Decker, Estrada, and Bell volunteered to judge at this event.

8. COMMISSIONER REPORTS
Commissioner Carvajal thanked staff for their dedication and hard work.

Commissioner Jempsa had no items to report.

Vice Chair Decker and Commissioner Estrada volunteered for Winter Wonderland.

Chair Wilson attended the Trunk or Treat event along with his family and had a great time and recommended age appropriate candies. Chair Wilson requested staff to have graffiti removed from Stansbury Park and thanked staff for a job well done.

9. ADJOURNMENT
The Parks, Recreation, and Cultural Arts Commission adjourned at 9:20 p.m.

Josh Wilson, Chair

Attest:

Corey Lakin, Director
Recreation & Community Services Department
### City of Los Alamitos
**Parks, Recreation & Cultural Arts Commission**

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<th>December 7, 2016</th>
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<tr>
<td><strong>To:</strong></td>
<td>Chair Josh Wilson &amp; Members of the Parks, Recreation &amp; Cultural Arts Commission</td>
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<tr>
<td><strong>From:</strong></td>
<td>Tony Brandyberry, Public Works Superintendent</td>
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<tr>
<td><strong>Via:</strong></td>
<td>Corey Lakin, Recreation and Community Services Director</td>
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<td><strong>Subject:</strong></td>
<td>Quarterly Park Maintenance Update</td>
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**Summary:** This agenda item is to update the Parks, Recreation and Cultural Arts Commission on Quarterly Park Maintenance efforts and results made throughout the City.

**Recommendation:** Receive, Discuss, and File

**Background**

The 2016 fourth quarter park maintenance update provides the Parks, Recreation and Cultural Arts Commission about previous maintenance, repairs, future repairs, and any changes in regulations pertaining to Parks, sports fields, or playgrounds. This report will list all maintenance and repair activities while yielding the opportunity for the Commissions to provide additional feedback to staff on current or future maintenance concerns they may have.

**Discussion**

The following repairs have been made at the listed facilities within the fourth quarter:

- **McAuliffe Field** – The annual large soccer field rehabilitation occurred between 11/19/16 – 11/23/16. The remaining 11 weeks of “downtime” for the field allow the grass and grass roots to grow and become established. Prior to the start of the rehabilitation, staff performed a full inspection of the irrigations system and made the necessary repairs. The following is the order of the work performed with a brief description of that work, so the Commission may have a better understanding of the time and work that goes in to a rehabilitation of this size:
- **Scalp Mowing** – Mow turf as close as possible to the ground
- **Vacuum** – Remove all turf clippings
- **Level field** – Add soil to remove any ruts or low spots in the turf
- **Dethatching** – A knife-style reel that cuts the turf blades to thin them out in certain locations, while allowing a space for new seed to fall to soil when placed
- **Vacuum** – Remove dethatched turf clippings.
- **Knife Aeration** – Aerator machine slices the ground for oxygen to enter the soil
- **Plug Aeration** – Removal of ½” x 3” plugs from ground to allow sand to penetrate surface, helping with compaction of the soil
- **Vacuum** – Removal of all “plugs”
- **Sand** – Place 50 tons of sand to help lessen soil compaction
- **Seed** – This year 60 bags of VIP III sports turf seed was placed in a North/south & East/West formation
- **Seed** – New this year staff added six 50 pound bags of un-hauled Bermuda seed. This seed is still in its “shell” and should not germinate until air and ground temperatures rise, usually around June/July. The intent is to have new grass germinate in the summer months, as Bermuda seed will not germinate in winter
- **Topper** – Staff rents a pull behind topper spreader to place the material across the entire field, deterring the birds from eating the newly placed seed
- **Granular Fertilizer** – Once the seeds germinate (approximately four weeks) staff will spread granular type fertilizer that the fertigation company has supplied

- **McAuliffe Track & Field** – Routine weekly maintenance continues on Thursdays, including dragging the track (weather permitting).
- **Laurel Park** – Routine weekly maintenance continued with the addition of mowing the park twice a week.
- **Little Cottonwood Park** – Routine monthly maintenance is taking place with the sports field and Playground including the weekly raking of the woodchips. Precision Concrete Inc. removed 21 concrete sidewalk trip & fall hazards by using a saw mounted horizontally to cut the concrete smooth. Staff was very impressed by their work. Additionally, 100 yards of playground woodchip mulch was installed in September.
- **Orville Lewis Park** – Routine monthly maintenance is taking place with the sports field and playground including the weekly raking of the woodchips. The new playground equipment was ordered on November 22nd qualifying the City for a grant from the manufacturer.
- **Roberts Park** – Routine maintenance is taking place with the playground including weekly raking of the woodchips.
- **Stansbury Park** – Routine maintenance is taking place with the playground including weekly raking of the woodchips.
• **Labourdette Park** – Routine maintenance is taking place with the playground including weekly raking of the woodchips.

• **Sterns Park** – Routine maintenance is taking place with the playground including weekly raking of the woodchips.

• **Soroptimist Park** – Routine maintenance is taking place with the playground including weekly raking of the woodchips.

• **Coyote Creek Park** – This park has started to bloom as it is in its season starting December 1\textsuperscript{st}. Therefore staff will begin the annual replanting project.

• **Community Center/Youth Center** – The heater in Activity Room 3 had a minor fire in the wiring in October. The City’s contracted HVAC repair company was able to make the air conditioner operational, but is still working on the heater side. Replacement of the unit will be difficult as the roof pad is not large enough to accommodate a new energy efficient unit.

Staff has also recognized additional maintenance and repairs that are essential. The goal is to accomplish the repairs within the next quarter, time and weather permitting. These repairs are listed below:

• **McAuliffe Filed** – The fields will be closed until February 12, 2017 to allow time for the turf to grow. During the month of January, staff will start to mow the field and continue to monitor the rehabilitation’s success.

• **McAuliffe Track & Field** – Staff will continue to mow and drag the track weekly unless the turf exponentially starts growing, in which case staff will mow twice a week.

• **Laurel Park** – Staff will perform a mini rehabilitation to Laurel Park, similar to the McAuliffe rehabilitation, the week of December 12\textsuperscript{th}. The soccer and baseball fields will be closed for five weeks, reopening on January 17\textsuperscript{th}. Staff has also scheduled the roof replacement for January, unless time allows for an earlier repair. Staff will also look into adding a metal screen cover to the skylights as homerun balls can hit and break the skylights.

• **Little Cottonwood Park** – Staff will be out to bid for replacement of the playground surfacing based on the PRCA Commission recommendations for the design, providing City Council approves the plans and specifications at their meeting on December 12\textsuperscript{th}.

• **Orville Lewis Park** – Staff will be out to bid for installation of the playground equipment and playground surfacing based on the PRCA Commission recommendations for the design, providing City Council approves the plans and specifications at their meeting on December 12\textsuperscript{th}.

• **Labourdette Park** – Staff inverted and repaired the rusted piece on the playground equipment as the manufacturer does not make that part any longer. This has satisfied the safety inspection findings from the third quarter.

• **Soroptimist Park** – Additional Playground woodchips will be ordered in December.

• **Coyote Cree Park** – A new addition for this year is a butterfly garden planted and maintained by the Youth Center. This garden will have various plants that
attract Butterflies for everyone’s enjoyment. The garden will be located towards the south end of the park.

- **City Hall Facility Bronze Time Piece** – Staff continues to research additional names for the time piece. Funding for the restoration of the piece will be addressed during the Mid-Year Budget process.
- **Median Island Replanting** – Staff has sprayed Round Up weed killer on the Katella Median Islands to kill off the existing turf. Staff will then add wood mulch to the islands to help with weed abatement. In March, staff will begin to replant the median islands once City Council has decided on a plan.

**Fiscal Impact**

Staff intends to accomplish as many repairs within budget as possible. If budget does not allow for the completion of certain repairs, staff will obtain estimates and add those repairs to the FY 2017-18 Operational or the Capital Improvement Plan Budget.

Submitted By: 

Tony Brandyberry  
Public Works Superintendent

Approved By: 

Corey Lakin  
Recreation & Community Services Director
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report

December 7, 2016
Item No: 6B

To: Chair Josh Wilson & Members of the Parks, Recreation and Cultural Arts Commission

Via: Corey Lakin, Recreation & Community Services Director

From: Emeline Noda, Recreation Manager

Subject: Race on the Base 2017

Summary: This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information regarding the 2017 Race on the Base.

Recommendation: Commission receive and file.

Background:

The Race on the Base has grown to be the City’s largest special event. Held annually on the 4th weekend of February, the event draws thousands of people to Los Alamitos and the Joint Forces Training Base. The race has now become a year-round planning effort involving the dedication of Recreation and Community Services full-time and part-time staff to prepare for the event. The goals for the event are:

- To create a positive image of the City of Los Alamitos and the Joint Forces Training Base
- To create a memorable community event for all participants, sponsors, vendors, volunteers, and spectators
- To create sustainable event and program for the City and the Department

Discussion:

Registration Update

Registration is currently up a bit with approximately 1,000 total registrations received as of the end of October. This same time last year, 900 total registrations were received
with all the events combined. Last year’s overall registration number was lower than the previous year with 4,082 total registrations compared to the highest in the event’s history at 4,444 participants in 2015. Staff continues to inquire with several other local races and many are experiencing lower registrations as well in the last few years likely due to many more new competing events, specialized in a variety of themes from color runs to adventure races that make it difficult for runners to choose an event.

**Charity Campaign**

This year’s campaign includes Community Charity Partners and Official Charity Partners. These two tiers will allow non-profit organizations to fundraise for their cause while participating in the event. An application process is involved with specific requirements for each category. This involvement serves to increase community participation, awareness of the event, and add military enhancements by working with military non-profit organizations.

This year the Race on the Base already has two Charities as seen below. The Race on the Base Crowdrise page allows individuals to donate to a cause or join one of the official charity teams: [https://www.crowdrise.com/RaceontheBase2017](https://www.crowdrise.com/RaceontheBase2017).

**Official Charity Partner:**

**Honoring Our Fallen** – Honoring Our Fallen is an organization dedicated to serving our nation’s fallen and the families these heroes have left behind by providing comprehensive support. This organization offers family support upon death of a military or first responder hero and lifetime family support through programs and services that support families during the cycles of grief and remembrance of sacrifice.

**Community Charity Partner:**

**Rock For Vets** – Rock For Vets is a music rehabilitation program within the Veterans Administration (VA) Health Care System, offering music therapy/instruction classes to Veterans of all ages and genders, whether they can already play an instrument, sing or if they just have the desire to learn. Rock For Vets offers Veterans returning from Iraq and Afghanistan, OIF to OEF to Vietnam Veterans and beyond suffering from post traumatic stress disorder (PTSD) and other illnesses a chance to build their social skills in a supportive and educational environment.

**Strategies to Increase Participation**

Staff promoted the 36th Annual Southland Credit Union Los Alamitos Race on the Base with a contest to kick off registration. A Facebook and Twitter post on the Race on the Base pages and via email blast to the ROTB database was announced for a drawing of two free race entries. Those registered by the Early Bird Registration Deadline of September 30th were eligible. Over 837 people were registered and eligible for the contest compared to 763 people registered at the same week the previous year.
Two ways charities can fundraise on behalf of their charities at Race on the Base include:

Charity Participation Challenge:

- Recruitment of as many participants representing their charity to participate in one of the Race on the Base events (no minimum required, must specify which charity to benefit in registration process)

- Crowdrise fundraising page Race on the Base will provide for every registered event participant, Race on the Base will donate $5 back to the charity

Charity Cheer Station Challenge:

- Charity will provide: At least 20 participants for a “Themed Cheer Station” on the Course

- Recruitment of as many participants representing their charity to participate in one of the Race on the Base events (no minimum required, must specify which charity to benefit in registration process)

- Crowdrise fundraising page Race on the Base will provide for every registered event participant, Race on the Base will donate $5 back to the charity

How to Win or Fundraise more for your Charity:

- $500 Extra for charity with the best themed Cheer Station by vote from ROTB participants via social media.

This challenge was created to add to the course excitement and to encourage participants during their race through creative themed cheer stations in addition to fundraising for local charities.

Staff sends out email blasts reminders of registration deadlines and promote various aspects of the race and Southland Credit Union free race entries on a consistent basis through our own 20,000+ race database, RUN Racing’s 100,000+ database, Gemini Timing database of 100,000+, and continuing this year through Raceplace a popular website and race magazine that thousands of runners look to plan their race calendars. Race on the Base full page ad will be featured on the inside cover of their November/December 2016 issue and half page in January/February which is a distribution of 33,000 magazines distributed all over Southern California where runners frequent.

Staff is attending seven different racing events throughout the region leading up to Race on the Base to promote with the travelling Race on the Base Booth and branded ROTB promo items with an invitation to Southland Credit Union staff to attend as well.
Race on the Base posters will be printed by Sir Speedy printing (paper provided by Kelly Paper) and 50,000 brochures printed by Trend Offset Printing (all as in-kind donations) distributed around Los Alamitos and surrounding cities.

Staff continues to make contact with large businesses to encourage them to sign up employees as part of a healthy initiative and receive a group discount of $5.00 off per entry.

Staff has requested JFTB tenant groups to run as a squad and for more military static displays to line the course. Both assist in adding a military feel to the event, which many participants have requested in last year’s post-event survey.

Race on the Base’s Facebook Community page and Twitter page are both growing in popularity with over 8,862 “likes” on Facebook, 404 followers on Twitter, 225 followers on Instagram. Periodic drawings for free race entries act as an incentive to “like” a post or follow the Race on the Base and the response has been well received as a result of the drawings.

Staff constantly evaluates marketing efforts and evaluates the return on investment when committing marketing dollars towards any publication/website calendar and is always brainstorming on ways to keep Race on the Base fresh and up to date in current trends by expanding on new events like the Glow in the Dark Fun Run presented by Southland Credit Union which now includes all ages, a Glow in the Dark Costume Contest and Family Pricing Package and a longer distance option of ½ mile of 1 mile.

Official Charity Honoring Our Fallen has decided to partner with Race on the Base to present the Honoring Our Fallen 5K Run/Walk to Remember in honor of fallen soldiers who have given their life in service to our country. There is also an Honoring Our Fallen Virtual 5K Run/Walk to Remember that supporters can participate from all over the nation.

Sponsors

Sponsors play a significant role in the Race on the Base, not only financially, but by helping to spread the word about the event to the patrons who frequent their businesses. Staff has been working to obtain new sponsors for Race on the Base. To date, $85,250 has been raised in cash and $28,400 in-kind to date with the following sponsors:

Returning Sponsors:

Southland Credit Union
Republic Services
Long Beach Memorial, Miller Children’s & Women’s Hospital of Long Beach and Community Hospital of Long Beach
OptumCare
Sir Speedy  
Trend Offset Printing  
News Enterprise  
CARE Ambulance  
Ganahl Lumber  
Generations Church  
Pacific Coachways  
Los Alamitos Medical Center  
MedPost Urgent Care  
Cottonwood Church  
Kelly Paper  
Rotary Club of Los Alamitos/Seal Beach  
Orange County Breeze  
Feds Get Fit  
Frieda's Specialty Produce  
Trident University

Contact with potential sponsors began in August with returning sponsors and companies or organizations that staff made contact with over the past year. Staff looks for sponsors who will enhance the racing experience for the participants, as well as businesses from other races or events that would have a stake in the targeted market the Race on the Base provides. Los Alamitos-based businesses and organizations are a focus of this effort, which results in 65% of the sponsors being located in Los Alamitos.

The strategy when working with sponsors is to not only individualize their sponsorship package, but to focus on the return on investment for each of them, since each company or organization has a different purpose for being a part of the Race on the Base. For example, Southland Credit Union wants to be a part of the Race on the Base in order to:

- Recruit new members
- Get involved in the community
- Expand the Southland name beyond the Los Alamitos border

Southland will measure their success (return on investment) by tracking the number of new members and by seeing their name and logo on all the marketing pieces produced and publicized. This year we are promoting their credit card option to obtaining a free triathlon race entry. We have also researched various races staff can attend near local Southland branches to assist in branding Southland Credit Union and inviting their staff to attend the events with us with the travelling Race on the Base Promo Booth. We strive to learn every sponsor’s goals and consciously work hard to surpass them on every level. The sponsors invest in us and in our event and we invest our time and efforts into exceeding their expectations.

In-kind sponsorship is also very valuable because this can enhance the experience for
the participants and/or save money for the City. This year for post race food, staff will be looking for items for all participants to be distributed at the finish line and avoid long lines after their event.

Registration & Expo

There will be a large Registration and Vendor Expo Tent, adjacent to the Start and Finish again this year. Hundreds of local companies and organizations have been contacted to join the sponsors in the Vendor Expo. There is space for approximately 70-75 vendors depending on their footprint, which for several years in a row, has sold out. The expo is going to include:

- Giveaways
- Sampling booths
- Sponsor booths
- Race shirt distribution (New long-sleeved sublimated race shirts)
- Stage with entertainment and awards

The tent provides protection from the elements in rain or shine and an opportunity to corral the participants and spectators, funneling them through the expo to provide them with numerous opportunities to interact with the vendors. This tent is the focal point for the event offering a centralized area for participants, spectators, and volunteers.

Continued from last year is an expansion of the health and wellness component of the event with the expansion of the Long Beach Memorial, Miller Children’s & Women’s Hospital of Long Beach and Community Hospital of Long Beach Health and Wellness Expo. This expansion of the vendor expo will provide the participants an opportunity to meet local medical, wellness and health-related businesses and organizations who want to be a part of the event, with a smaller footprint. Companies can utilize a 6-foot table or just provide us with literature about their company to have a presence at the Expo.

Parking

Parking will be handled by City staff, volunteers from the Civil Air Patrol and contracted parking personnel from 24/7 Event Services in order to maximize efficiency. The majority of parking for vendors, volunteers, participants, and spectators will be on the tarmac again this year. Placing the Expo Tent off of the airfield also enables more cars to park on the tarmac, hopefully accommodating all participants’ and spectators’ vehicles. Traffic into and out of the base will be through both the Lexington and Orangewood gates.

Event Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:30 pm</td>
<td>Health &amp; Fitness Expo / Packet Pick Up Opens</td>
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Race on the Base Update
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<th>Time</th>
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<tr>
<td>5:30 pm</td>
<td>Live Band Knyght Ryder Begins</td>
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<tr>
<td>6:30 pm</td>
<td>Glow in the Dark Fun Run (3 waves)</td>
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<td>7:30 pm</td>
<td>Health &amp; Fitness Expo / Packet Pick Up Closes</td>
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<td><strong>Saturday, February, 25, 2017</strong></td>
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<tr>
<td>6:50 am</td>
<td>Opening Ceremonies: National Anthem and Color Guard (for 5K/10K)</td>
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<td>6:55 am</td>
<td>10K Handcycle/Wheelchair Start (max 1 hr 30 min)</td>
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<td>7:00 am</td>
<td>10K Run Start (max 1 hr 30 min)</td>
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<td>7:00 am</td>
<td>Jr. Reverse Triathlon Start (Ages 7 to 8) (Mandatory meeting 15 min. prior to Start)</td>
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<td>7:10 am</td>
<td>5K Run Start (max 1 hr 30 min)</td>
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<td>7:15 am</td>
<td>5K Walk Start (max 1 hr 30 min)</td>
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<td>7:30 am</td>
<td>Jr. Reverse Triathlon Start (Ages 9 to 12) (Mandatory meeting 15 min. prior to Start)</td>
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<td>8:15 am</td>
<td>Wave 1 Reverse Triathlon Mandatory Meeting</td>
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<tr>
<td>8:45 am</td>
<td>Wave 1 Reverse Triathlon Start (Finishers with max time of 1 hr 30 min and Relay Teams)</td>
</tr>
<tr>
<td>9:45 am</td>
<td>Wave 2 Reverse Triathlon Mandatory Meeting</td>
</tr>
<tr>
<td>10:15 am</td>
<td>Wave 2 Reverse Triathlon Start (Finish times over 1 hour 30 min+, Athena, Clydesdale, Challenged Athletes, and Beginner Triathletes)</td>
</tr>
</tbody>
</table>

**Park, Recreation and Cultural Arts Commission Race on the Base Challenge:**

Last year, the Parks, Recreation and Cultural Arts Commission challenged the City Council and the other City Commissions to the Race on the Base Challenge. The friendly competition and Participation Award Recognition takes place among the City Council and each of the Commissions in two categories: 1) largest number of representatives and 2) the highest percentage of representatives per group. This provides for an opportunity to discuss the criteria and methods to spread the word about the challenge to the other Commissions and the City Council. Last year, the Parks, Recreation and Cultural Arts Commission placed first in both categories.

**Fiscal Impact:**

Expenditures allocated for the Race on the Base are funded through the City’s General Fund. Revenue from the Race on the Base is derived from participant registration, sponsor participation, and the Vendor Expo booth rentals. The Race on the Base
produces more revenues than direct expenditures; however, the only question this time of year is how much. There are several elements to the event this year which add to the expenditure side of the ledger including: the race management company, the large tent in which to house the registration, higher quality shirts, and the parking company. More revenue than direct expenditures is expected, but is difficult to determine this early in the planning stages as sponsors are currently still being sought and registration is currently taking place.

Submitted By:

Emeline Noda
Recreation Manager

Approved By:

Corey Lakin
Recreation & Community Services Director