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

AGENDA
PARKS, RECREATION, AND
CULTURAL ARTS COMMISSION
REGULAR MEETING
Wednesday, September 6, 2017 – 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 Chirco
Commissioner Doby
Commissioner Hill
Commissioner Jorge
Commissioner Olveda
Vice Chair Estrada
Chair Carvajal

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 meeting of August 2, 2017.

6. STAFF REPORTS

A. 2017 Summer Recap
This report provides the Parks, Recreation & Cultural Arts Commission a recap of the Los Alamitos Recreation and Community Services Department's 2017 summer programs, classes, camps and events.


B. Race on the Base Update and Alternative
This report provides the Parks, Recreation & Cultural Arts Commission an update and alternatives on 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 31st day of August 2017.

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

SPECIAL MEETING – WEDNESDAY, August 2, 2017

1. CALL TO ORDER
The Parks, Recreation and Cultural Arts Commission met in a Special Session at 6:05 p.m., Wednesday, August 2, 2017, in the Council Chambers, 3191 Katella Ave., Vice Chair Estrada presiding.

2. ROLL CALL
Present: Commission Members: Chirco, Doby, Estrada, Olveda
Absent: Commission Members: Carvajal, Hill, Jorge
Present: Staff: Ron Noda, Recreation Manager
Steve Kim, Recreation Specialist

3. PLEDGE OF ALLEGIANCE
Vice Chair Estrada led the Pledge of Allegiance.

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

5. MINUTES
Motion/Second: Estrada/Chirco
Abstained: None
Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of July 5, 2017.

6. STAFF REPORTS
A. 2017 Park/Facility Tour
Staff from the Recreation and Community Services Department provided the Parks Recreation and Cultural Arts Commission a tour of various parks and facilities the City manages, owns and programs. The tour provided commissioners the opportunity to become familiar with amenities at each site. The PR&CA Commission visited Oak Field, Oak Gym, Youth Center, Community Center, Coyote Creek Trail and Bikeway, Roberts, Stansbury, Soroptimist, Labourdette, and Sterns Parks.

The PR&CA Commission requested staff to provide an update on the following items at a future meeting:

- When will the pathway from Oak St. to Coyote Creek be re-paved?
7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT
Recreation Manager Ron Noda thanked the PR&CA Commissioners for attending Summer 2017 Music and Movies Event Series. The Fall Brochure will be mailed to residents this week and our online registration will be available on Saturday, August 5, 2017.

8. COMMISSIONER REPORTS
Commissioners did not have any items to report.

10. ADJOURNMENT
The Parks, Recreation, and Cultural Arts Commission adjourned at 7:57 p.m.

Attest:

Judy Estrada, Vice Chair

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

### Agenda Report

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**To:** Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission  
**From:** Ron Noda, Recreation Manager  
**Via:** Corey Lakin, Recreation & Community Services Director  
**Subject:** 2017 Summer Recap  

**Summary:** This report provides the Parks, Recreation & Cultural Arts Commission a recap of the Los Alamitos Recreation and Community Services Department’s 2017 summer programs, classes, camps, and events.

**Recommendation:** Commission receive and file.

### Background:

The Recreation and Community Services Department had a very successful 2017 summer. The ten weeks of summer is one of the busiest periods of the year with the largest number of participants along with the variety of summer events and activities. During these summer weeks, the department experiences an increase in staffing levels (paid staff and volunteers) and revenue generated, as a majority of programs, events, and classes occur throughout this season.

### Discussion:

**Aquatics**

**Learn-to-Swim Lessons**

Learn-to-Swim Group Lessons are offered throughout the year at the JFTB Aquatic Training Center (ATC) pool with summer maintaining the highest number of lessons of more than 1,200 lessons during the 10-week program. This number was higher this year from last summer by nearly 200 lessons, but down from by 200 from two years ago.
Summer swim lessons consisted of nine 30-minute lessons either every two weeks during the week (two-week format is Monday-Friday the first week and Monday-Thursday the second week, except for the session with July 4th when that Tuesday class was skipped and classes occurred Monday-Friday the second week) or on Saturdays for nine consecutive weeks. Weekday lessons started every 35 minutes from 9:00am – 12:00pm and 2:30-6:30pm and Saturday lessons started every 35 minutes from 9:00am-12:25pm. Saturday lessons sold out first again this year due to the high demand from working parents/guardians.

Private (one-to-one ratio) and Semi-Private (two or three-to-one ratio) swim lessons also operate throughout the summer. There were ten weekday sessions (Monday-Thursday) with each session offering four 30-minute classes and were offered during the group lesson times. Private and Semi-Private lessons were also offered on Saturdays, with two sessions each lasting four consecutive weeks. Participants paid a higher cost for these lessons because of the individualized instruction.

Aquatics Classes

Junior Lifeguards
The eight-week Junior Lifeguards program offered participants the opportunity to learn better swimming techniques and become faster and better swimmers. Participants earned chances to assist the City’s swim instructors during swimming lessons. “Junior Guards” shadow and assist the aquatics staff and learn what they need to do as a staff member. Participants took three field trips (sailing and the beach twice) and were given the opportunity to become certified in CPR, First Aid and AED. There were more than 20 participants in the program again this year, demonstrating the high demand for this program.

FINS Masters Swimming
The FINS (Fitness IN Swimming) Masters Swim Program continued to grow throughout the summer. With an average of 40 participants per month throughout the summer, the FINS program grew not only in numbers but in active participation. With the addition of a Friday evening practice (in addition to the Monday through Thursday evenings and Saturday mornings), the participants were able to select their practice days and times and not be locked into a specific schedule. The introduction of the “5-Star Pass” allowed for even more flexibility for those individuals who knew they were going to be on vacation or could only swim on the weekend, but wanted to swim no more than 5 times per month.

Deep Water Aerobics
Water Aerobics continues to be a tremendous success during the summer. With 11 participants registered for the entire 12-week program and an average of six additional “drop-in” participants per week, the program remained strong all summer.
Los Alamitos Volunteer Program (L.A.V.P.)

L.A.V.P. is a volunteer-based program for middle and high school students to give back to their community, while assisting them in completing their community service requirements necessary for high school graduation. These students gain experiences in the varied field of recreation, while supporting other local non-profit organizations as well as the City of Los Alamitos.

This summer, the L.A.V.P. program had an all-time high of 85 registered volunteers who volunteered a combined 4600+ hours in various programs and events:

**Special Events:** Music and Movies in the Park, 4th of July Fireworks Spectacular

**Pre-School Program:** Assist staff with classroom duties

**Youth Sports:** Scorekeeping, assisting staff with field preparation, a variety of youth sports activities

**Summer Day Camp:** Assist staff with leading campers in games, art and crafts, tournaments, special events and excursions for an additional cost

**Summer Park Program:** Assist staff with games, arts and crafts, tournaments, special events

**Community Service Projects:** Relay for Life at Millikan High School, Cypress Run, and Heart of the City at St. Isidore Historical Plaza

**Aquatics:** Assist staff with Learn-to-Swim lessons

Two Workshops were also held this summer providing L.A.V.P. members additional learning opportunities. The first workshop was a CPR, AED, First Aid certification class. The second workshop provided real life instructions on various tasks that participants will face throughout their lives. L.A.V.P. members were given basic information on how to check on your vehicle, how to fill out a college application, personal budgeting, and taking a personality test to determine what career might fit them best.

**Parks Program**

Parks Program is a free drop-in program held at Little Cottonwood Park and Orville Lewis Park in the summer. The 10-week program has Recreation Leaders organize, plan, and implement structured activities including sports, arts and crafts, tournaments, and special events.

Over 3,800 children participated in the Parks Program and they were treated to free excursions such as Discovery Cube, the Santa Ana Zoo, Scooters Jungle, watching a movie at 4 Star Cinema, and bowling at AMF Bowling.
Los Alamitos Summer Day Camp

The Los Alamitos Summer Day Camp program provides 10 weeks of custodial care for children ages 5-12. Weekly themes will incorporate space, cooking, ocean, pirates, sports, and cultural arts. The camp will conclude with a culminating scripted performance with campers performing and parents in attendance.

More than 2,280 campers registered for the day camp who had the chance to participate in fun arts & crafts, sports, games, swimming, and excursions every Thursday to popular places like Scooter’s Jungle, Sky High, Griffith Observatory, OC Fair, Knott’s Berry Farm, an Angels Baseball game, and the L.A. Zoo.

Ready, Set, Go! Preschool Program

The summer preschool session has expanded to 10 weeks with two classes – a 4 to 5 year old class held three times a week (Monday, Wednesday, Friday) and a 3 year old class held twice a week (Tuesday, Thursday). The 4 to 5 year old class had 26 participants registered and the 3 year old class had 29 participants with a total number of 55 children enrolled. This was the largest enrollment for summer in the history of the Ready, Set, Go! Preschool Program. Highlights for the summer preschool sessions include learning about 3-D shapes, learning ten frames, making dinosaur fossils, making a volcano and watching it erupt, and learning to tie shoes.

Events

4th of July
The 30th Annual 4th of July Fireworks Spectacular took place on Tuesday, July 4th at the Joint Forces Training Base (JFTB) in Los Alamitos. The cities of Los Alamitos, Cypress, Seal Beach, and the Community of Rossmoor collaborated to host this annual event to honor the men and women of the military and celebrate our country’s birthday.

Approximately 14,000 people attended the patriotic event which included activities like military static displays, food booths, and live music on the main stage. The evening concluded with a 22-minute long fireworks show which remains one of the best and longest displays in Southern California.

Music and Movies Event Series
The Music and Movies Event Series, presented by the Parks, Recreation, & Cultural Arts Commission took place on four Saturdays throughout the summer. An average of 350 community members came out to each event with their friends and family to listen to great live music and watch a movie under the stars. Below is a recap of the band and movie schedule:

• June 24th at Laurel Park
  o Movie – Secret Life of Pets
- Band – Centerfold – 80's Rock
- July 8th at Little Cottonwood Park
  - Movie – The Jungle Book
  - Band – Elm Street Band – Classic Rock
- July 22nd at Orville R. Lewis Park
  - Movie – Wreck-it-Ralph
  - Band – Southland Mega Groove – Top 40's
- August 5th at Laurel Park
  - Movie - Moana
  - Band – King Salmon Band – Rock & Pop Hits

**Fiscal Impact:**

The Recreation and Community Services Department receives a significant amount of its revenue during the summer months in each of the areas discussed above. Funding for these programs have been budgeted in various accounts listed in the current Fiscal Year (FY) 2016-17 (through June 30, 2017) and the FY 2017-18 (begins July 1, 2017) Recreation and Community Services Department budgets. All classes and programs have fees that help offset the costs of the programs except for 4th of July Fireworks Spectacular, Music and Movies Event Series and Parks Programs which are free to attend.

Submitted By:  
[Signature]  
Ron Noda  
Recreation Manager

Approved By:  
[Signature]  
Corey Lakin  
Recreation & Community Services Director
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report
September 6, 2017
Item No: 6B

To: Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission

From: Corey Lakin, Recreation & Community Services Director
      Emeline Noda, Recreation Manager

Subject: 2018 Race on the Base Update and Alternatives

Summary: This report provides the Parks, Recreation & Cultural Arts Commission with an update on the 2018 Race on the Base and alternatives to the annual event.

Recommendation: Commission receive, discuss 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

During the morning of the 2017 Race on the Base, staff was informed by the Joint Forces Training Base that the City needed to look for alternatives for future events, as the airfield would no longer be accessible for events. Since then, staff has continued to work on getting a written Memorandum of Agreement (MOA) solidifying the rules, regulations, policies, restrictions, etc. for future events at the JFTB in order to proceed with the planning process.
Discussion:

*Memorandum of Agreement Negotiations*

In January or February every year for the last decade, staff has requested approval from the Joint Forces Training Base to advertise a “Save the Date” notification for the following year’s Race on the Base. This year was the first time staff was denied that opportunity due to discussions that needed to take place on what the possibilities were to operate the Race.

On Tuesday, March 28, Mayor Hasselbrink, City Manager Plumlee, RCS Director Lakin, and Congressman Lowenthal’s Senior Veterans and Constituent Services Representative McCray met with seven of the JFTB Command staff led by BG Lathrop. During the one-hour meeting, BG Lathrop focused on the City’s events 4th of July Fireworks Spectacular and Race on the Base. BG Lathrop informed the group that due to regulations (AR 95-2), the JFTB cannot allow non-aviation activity to take place on the airfield without a waiver from the United States Army Aeronautical Services Agency (USAASA). He indicated that he is willing to put in the waiver, however, is unsure of its success as well as the timing of a response. Until a waiver is granted, access to the airfield is denied, with a possible exception to allow the fireworks to be fired from the airfield, as long as attendees and their vehicles are not allowed. Both BG Lathrop and his JAG (attorney) MAJ Reguly did most of the speaking about the regulations, stating that they have changed in recent years and the military needs to abide by them. They need to abide by new ethics regulations and both federal and state regulations and that is why they are making these changes now.

In response to the new requirements, staff conducted a walk through with JFTB Operations staff on Wednesday, March 29 to determine alternative locations for parking, vendors and activities for the 4th of July and Race on the Base. While alternatives were being sought, staff worked with Congressman Lowenthal, Assemblyman Travis Allen and Mayor Hasselbrink to send letters to USAASA and The Adjutant General supporting the need for the JFTB’s waiver for the City and Chamber to conduct community events on the airfield.

On Tuesday, April 11, 2017, the Office of External Affairs from the California Army National Guard provided a courtesy update call to Recreation Manager Emeline Noda to inform her that the request for the waiver has been formally received in Sacramento and was a priority for The Adjutant General, Major General Baldwin’s staff. Emeline was informed of an important meeting that was held at the Sacramento office recently with the senior most lawyers involved and a working group had been formed to draft the formal waiver request to the Federal level. The intent was to remain legal and ethical in the request, while maintaining the partnership with the City of Los Alamitos all for the greater good of the Base and the community. It was expressed to Mrs. Noda the State’s commitment to seeing that the waiver be granted and the consensus was that all present at the meeting were supportive and see the immediate need to make this a long-term plan to avoid having to put in a waiver request each year the events take
place. They would like to ensure a long lasting relationship with the local community and appreciate the City of Los Alamitos and its residents for remaining as interactive and supportive as possible with the local military base. Their goal is to not receive bad press from this issue and are taking it very seriously to speed up and move the process along.

On Thursday, May 11, 2017, Los Alamitos and Cypress City Managers, Los Alamitos Mayor Pro Tem Edgar, Cypress Mayor Morales, and Director Lakin met with BG Lathrop, other JFTB representatives and attorneys from The Adjutant General's office (via phone) to receive an update on the "waiver" regarding use of the Army Airfield for community events, after the Los Alamitos City Manager has requested an update several times leading up to the meeting. The JFTB indicated that they were notified that the "waiver" request was moved from USAASA to the National Guard Bureau and that they were waiting a response. In the meantime, they reiterated their policies and said they are doing what they can. On May 12, 2017, the following email was received regarding the 4th of July:

"Mayors.

I apologize for the lateness of this message. Bottom Line: Based upon the correspondence and proposed budget from the City of Los Alamitos, it appears the Military Department Staff has determined an acceptable way forward for the proposed 4th of July Fireworks event at JFTB – assuming the Cities of Los Alamitos and Cypress make some reasonable modifications (i.e., no charge for parking/ access; vendors limited to food/beverages on JFTB; and disclaimers of endorsement for vendors by the CMD/CNG/JFTB). I'm sorry but any carnival like activity will have to be held off the base.

As the installation would appropriately be open to the public for this Patriotic Holiday Celebration, The Military department would not charge a licensing fee (approx. $5000) to you our community partners. This would make up more than half of what would have been generated by the Cities of Los Alamitos and Cypress by charging for parking.

We will reduce the details of this proposal to a Memorandum of Agreement. This MOA would further specify the need to ensure any vendors, sponsors and booths are not objectionable based upon any other criteria (e.g., establishment clause – religious organizations).

I want to stress that this email pertains strictly to the 4th of July event. ROTB and the Chamber's WWRE will be looked at separately.

MAJ Reguly will be my Contact for the MOA. Please feel free to email me with any questions you may have."

The following week, staff received the MOA for the 4th of July and followed up with several questions and concerns. These issues were discussed specifically with the 4th
of July in mind and was all that the JFTB and California Army National Guard would discuss. The final decisions were made within a couple of weeks and led to an agreed upon MOA for the 4th of July approximately one month before the event. The new MOA had several restrictions that ultimately led to a significant loss of revenue, loss of children’s activities and vendors.

On Friday, July 7, City Manager Plumlee, Recreation and Community Services Director Lakin joined Los Alamitos Area Chamber of Commerce officials Emil Jorge (WWRE Chairman), Johnnie Strohmyer (CEO) and COL Tom Lasser in a meeting with Congressman Lowenthal and representative Robin McCray at the Congressman's office in Long Beach. The team spent about 45 minutes with the Congressman providing him an overview of the issues that have arisen with our community events at the JFTB over the past two and a half years and requesting his advice/assistance on how to help remedy the situation. Congressman Lowenthal was very sympathetic and supportive, stating that he would like to be an advocate for the events and would be happy to speak with The Adjutant General (TAG) Major General Baldwin personally regarding the situation and request that the events be able to move forward.

On Monday, July 10, Johnnie Strohmyer and Emil Jorge from the Chamber had a conference call with the TAG’s attorney COL Kauffman, MAJ Reguly (JFTB attorney), and two other attorneys. During that conversation, they informed the Chamber that neither the BG Lathrop nor MG Baldwin had the authority to permit the events from occurring anymore, but that the United States Property and Fiscal Officers (USPFO) or the Army Corps of Engineers would be the authorizing agencies. This was the first time this has ever been mentioned (to the Chamber and never to the City) and added another layer of bureaucracy to the mix that continued to slow down the decision-making process to allow or deny the Wings, Wheels, and Rotors Expo and the Race on the Base.

On Monday, August 7, City staff received a copy of a Memorandum of Agreement (MOA) between the JFTB and the Chamber of Commerce. Chamber staff was unaware the MOA was being drafted or was being sent to them. City staff read through the MOA and was satisfied with the language and quickly requested from the JFTB a similar agreement for the 2018 Race on the Base. On August 16, staff received an email from BG Lathrop and staff of the JFTB indicating that they have forwarded the information to the California Army National Guard attorney (COL Kauffman) and the United States Property and Fiscal Office (USPFO) officer (CPT Deakyne) for them to work the City on an agreement.

On Tuesday, August 22, staff was scheduled to have a conference call with LTC Medina from the JFTB to discuss the MOA for Race on the Base, but he cancelled the meeting that morning indicating he would follow up in a couple weeks. City Manager Plumlee responded with emphasis that the City needs to know the status prior to the end of the month so staff can begin programming/planning or know to begin making alternative plans.
On Thursday, August 24, Mayor Hasselbrink and City Manager Plumlee spoke with CPT Lavy in The Adjutant General’s office and requested that MG Baldwin receive a message that the City is need an MOA as soon as possible. Additionally, State Senator Nguyen spoke with MG Baldwin a couple of times that day to help press the City’s case requesting an MOA.

On Monday, August 28 Recreation and Community Services Director Lakin and City Manager Plumlee spoke with COL Betty-Singleton from the state headquarters of the California Army National Guard who will be drafting the MOA for the Race on the Base. She indicated that she will give the City a draft of the MOA by Thursday, August 31, but nothing was received. However, MSG Chavez of the JFTB requested a meeting with City staff on Tuesday, September 12 to discuss the Race on the Base, so staff believes we will have to wait until then to receive the MOA, but will continue to request it in advance of the meeting.

Since the City has not yet received the MOA, staff will continue to request it from MG Baldwin and the JFTB as well as request additional support from Congressman Lowenthal’s, State Senator Nguyen’s and Assemblyman Allen’s offices. If nothing else, staff is hoping to receive the MOA on September 12th, so it can be determined whether staff can begin planning or if the restrictions are too great that the event needs to be cancelled.

Race Alternatives

In the event that the Military issues a similar MOA to 4th of July with multiple vendor related restrictions, staff has brainstormed alternatives:

- Have an offsite Packet Pick Up/Vendor Expo (one or two days prior to the event) in conjunction with the Glow in the Dark Whimsical Fun Run
- Have the Vendor Expo off of the Base at location adjacent to the Base if arrangements can be made
- Discontinue the Vendor Expo on Race Day and only have registration available with Packet Pick Up but no vendors present
- Have the Vendor Expo in original location with limited vendor restrictions on two days

Offsite location options would possibly allow for less Military restrictions and possibly expand upon the Vendor Expo to include the possibility of a Beer Garden and the Glow in the Dark Whimsical Fun Run to enhance the nighttime event by adding obstacle course apparatus and larger displays of Glow in the Dark themed décor.

If the unfortunate possibility occurs that Race on the Base must be cancelled due to extreme Military restrictions or lack of time to plan the event, staff has brainstormed alternative events in place of one large event:

- Patriotic-themed event – timeline to be determined by patriotic-themed holiday
• Trending themed race event on the 4th weekend in February to not lose the date on the local community race calendar
• Holiday-themed race prior to Winter Wonderland

Race on the Base is a long standing community event that has built up its attendance to 4000+ and the success it is today. In creating a new event(s), staff anticipates that it will take time to build the attendance therefore proposes working with a race management company to do a series of races and have registration available for all events at the same time to offer a bundle discount to encourage early registration of all events. At the same time, sponsors can be solicited at one point in the year and offered marketing opportunities at all events.

Staff believes there is an audience for each of these proposed races and has a database of over 20,000 race related participants who might take interest in these events in place of Race on the Base. Staff also has access to over 100,000+ race emails from our timing company Gemini Timing who has a three year contract with the City to provide timing services with marketing opportunities.

For the OC California Race Series, staff would select one event to include in the Race Series with Cypress and Seal Beach to keep the momentum going.

Staff will do all that is possible to maintain Race on the Base as one of the Department’s largest special events and will be creative in responding to the Military’s restrictions to keep the event alive. It is the Department’s top priority to move forward with the 2018 Race on the Base, however if an agreement is not made in a timely manner, staff must be prepared to move quickly with alternatives to immediately plan and implement an event. Staff is seeking the Commission’s opinion as to what the community feels would be the best options for the future.

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. Based upon the outcome of the Memorandum of Agreement, revenues and expenditures could vary greatly based upon the restrictions imposed on the City. It is difficult to determine to determine this year’s budget, as staff has not even begun to seek sponsors, vendors or taken registration for Race on the Base and if alternative events are put in place, budgets for each event would need to be determined based on the location, size and type of event.

Submitted & Approved By:

Corey Lakin
Recreation & Community Services Director