



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared by: Jason Simpson, Assistant City Manager

Date: March 13, 2018

Subject: Professional Services Agreement between TC Sports, Inc. and the City of Lake Elsinore

Recommendation

Approve and authorize the City Manager to execute a Professional Services Agreement by and between TC Sports, Inc. and the City of Lake Elsinore in the annual amount not to exceed \$150,000.00 for management services for Rosetta Canyon Sports Park, in such final form as approved by the City Attorney.

Background

Staff initiated discussions with Travis Cotsenmoyer with TC Sports, Inc., a Triple Crown Sports franchisee, a leader in Southern California relation to girls fast pitch softball. Staff believes hiring a dedicated manager to staff the facility and manage all events including field preparation is in the best interest long-term interest. Travis and his staff have helped Triple Crown Sports develop and stay as a recognized leader in event production and know how to deliver professional services including field preparation. The alliances and relationships that they have built on a nation-wide scale over years is testimony of the customer service, care of individual needs, and evident in the high quality tournaments and events they produce. Triple Crown has hosted approximately 14 extremely successful events at Rosetta Canyon Sports Park since opening in November 2016.

City staff's vision for Rosetta Canyon Sports Park has not changed since the planning of its construction, which is to be an economic catalyst for the community. The vision requires high quality programming and planning of major tournaments with many organizations and TC Sports has the infrastructure and contacts to build the tournament offerings with reputable organizations and local teams while hitting all levels of age groups and play. Within three years, staff believes that an annual book of repeat tournaments and events will bring Rosetta Canyon Sports Park as the premier destination for fast pitch softball in the region, as well as at the state and national levels. Their success has been grown over time and the City stands to benefit from their investment over the years because they used to be a small player in the market, and while high-end programs seek out their Triple Crown events, less-seasoned teams and younger ages are

still considered valuable customers. All segments of the Southern California market need attention, with other tournament providers now looking hungrily at the team numbers TCS can assemble on any given weekend. They will take the lead in programming field reservations, ensuring payment to the City, and educating participants on park rules, providing field maintenance preparation, and making the City the premier location for all events.

Efforts have been successful to date as the City has the following 2018 calendar events planned:

- Triple Crown Sports – 17 events
- USA Softball – 5 events
- Lake Elsinore Girls Softball – 2 events
- Lake Elsinore Unified School District – 1 event
- USSSA Softball – 4 events
- Lake Elsinore Tournament Softball – 8 events
- PGF – Premier Girls Fast pitch – 2 events
- USA Preps – 1 events
- Corporate Tournaments – 2 events
- Others – 8 events

In addition, the first NCAA Women's Fastpitch Softball Tournament will be held in March 2019, with confirmed teams already. In addition to the park management side, Travis will be assisting the City in recruiting hotels and restaurants as needed with vital marketing support for events targeted with helping the City achieve its vision for the park, community, and the economic development component.

Discussion

TC Sports, Inc. is a sports management firm serving Triple Crown Sports as a franchisee. TC Sports has operated successful events all over the country, but the largest demographic for girls fast pitch softball is right here in Southern California. They offer high quality events to girls of all ages and levels of play to promote the sport. They even host college tournament events and conduct showcase events catering to college exposure and recruiting efforts.

Fiscal Impact

This agreement will significantly reduce city staffing costs at the facility as the City estimates savings to be between \$71,000 and \$141,000 annually. Funds are budgeted in the Fiscal Year 2017-18 Operating Budget primarily funded by field reservation fees for the facility. In addition, the marketing and support for the facility should pay dividends to the City in new hotel transient occupancy tax revenue and related benefits that this facility commands.

Exhibits

A - Agreement