



Las Vegas

Agenda Item No.: 57.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: JUNE 17, 2015

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH N. FRETWELL

☐ Consent ☒ Discussion

SUBJECT:
ADMINISTRATIVE:

Report for possible action by staff regarding a review and comparison of fees collected from soccer tournaments held on City fields as well as a review of the agreement related to operation of the Mayors Cup.

Fiscal Impact

☐

No Impact

☐

Augmentation Required

☐

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

An established goal of the Department of Parks and Recreation as well as the City Council is to improve cost recovery for use of the city's parks and recreation facilities. Fees collected from soccer tournaments make up about 10 percent of the department's revenues. The number of annual soccer tournaments is limited and includes the Mayors Cup, a city partnered event, which provides an easy sample for evaluating the impact of the new fee structure. Additionally, the Mayors Cup has an MOU set to expire this fall, providing a good opportunity to evaluate the impact and outcome of this twice annual event.

RECOMMENDATION:

Receive report and provide direction on operation of Mayors Cup

BACKUP DOCUMENTATION:

Submitted at Meeting - Speaking Points and PowerPoint Presentation by Staff

Motion made by STAVROS S. ANTHONY to Approve the extension of the current Memorandum of Understanding for the Mayors Cup through February 2016, for staff to complete study of the last three soccer tournaments reviews, work with the soccer community to evaluate fees for facilities, evaluate the RFP process and a study of allocation of fields and examine other sports

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

BOB COFFIN, RICKI Y. BARLOW, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, BOB BEERS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-LOIS TARKANIAN, STEVEN D. ROSS)

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Minutes:

TIIM HACKER, Director of Parks and Recreation, stated that the City of Las Vegas provides recreational facilities to its residents and visitors, and the Parks and Recreation Department derives revenue from many of its services and facilities. MR. HACKER provided a PowerPoint presentation, which was submitted for the record, reviewing fees collected from soccer tournaments and a review of the agreement related to operation of the Mayor's Cup. He recommended extending the Mayor's Cup Memorandum of Understanding (MOU) through February 2016. This would allow staff sufficient time to evaluate all the tournaments.

MAYOR GOODMAN remarked that all of Southern Nevada enjoy the use of the fields for tournaments, and she asked that staff consider the entire soccer community as it relates to facility pricing.

COUNCILMAN BEERS asked for the percentage of City fields utilization used for soccer versus other sports. MR. HACKER replied that approximately 156 sports fields are allocated and 44 fields are dedicated to soccer. COUNCILMAN BEERS asked that the reviews be expanded to look at other users as well. MR. HACKER replied that the flat rate was applied to soccer first, but staff will evaluate the effect of other field pricing. Baseball is a different use and the timing was a real challenge making the transition into the pricing.

MAYOR GOODMAN asked that when they are going through this analysis, they contact the Las Vegas Events and the Las Vegas Convention and Visitors Authority to see if their economic impact might conflict with something that is local. MR. HACKER pointed out that recreational tourism is a growing component of the Las Vegas tourism industry. MAYOR GOODMAN requested the analysis include the benefit to the City and Southern Nevada, as well as how cities of the same size as Las Vegas get to 50 percent of cost charging. MR. HACKER replied that currently the national average is in the low 30 percent. MAYOR GOODMAN remarked that it would be best to use the tourism dollars rather than the taxpayers dollars for the use of the fields. Regarding the maintenance of artificial turf versus natural turf, MR. HACKER replied that a completed analysis revealed that artificial fields are more usable and not limited as natural grass.

COUNCILMAN COFFIN stated that when the City Council first voted towards the 50 percent goal cost recovery there was a lot of pushback from people who were fearful of that increase. He believes parks are an extended part of the public's safety and the City has an obligation to provide the playground for children and adults and deliver these services at a low cost.

ALEX TRENTON, Tournament Director of the King Cup, was grateful to the City of Las Vegas for the wisdom and foresight in building and maintaining these fantastic facilities, and it is great working with the Parks and Recreation staff. Over the past 20 years he has brought numerous visitors from Canada and Australia, with an economic impact of about \$72 million. MR. TRENTON opined that the report contained a few inaccuracies and omissions, such as the economic impact of foreign guests coming to the City of Las Vegas. The percentages used to evaluate the percent of registrations revenue the City gets is skewed, because MR. TRENTON indicated that he uses Clark County and City fields, and the number was based only on the gross

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number of teams, but not the percentages of fields provided by the City. He supports the theme model because that assigns a fixed value to that resource and then charges the user for that value, and it gives the user a predictable measure of what the cost would be to run a tournament. MAYOR GOODMAN appreciated MR. TRENTON'S comments, and she hopes he will be in contact with MR. HACKER.

ROGER TABOR, Downtown Las Vegas Soccer Club, indicated that the Las Vegas Soccer Club was created to provide soccer for inner-city and disadvantaged youth. They partnered with the City by participating in the Las Vegas Mayors Cup, which has become a world class event. MR. TABOR provided highlights from last year's Mayors Cup soccer tournament, which attracted local, national and international teams, college scouts and a positive economic impact. The tournament partnered with major companies such as Adidas, Telemundo, and the Colorado Rapids MLS. The Mayors Cup was recently recognized by Monaco's PRINCE ALBERT for its peace and sports global initiative. Proceeds from the Mayors Cup have been used to support local children participating in soccer and improvement of soccer fields. MR. TABOR stated that the uncertainty of the pricing of soccer fields has delayed their marketing efforts for the February Mayors Cup, and they need a decision regarding field fees soon in order to continue with the preparation of this event. They are ready to accept the increasing price structure; the only caveat would be to pass on the increase in costs to participating teams by increasing the entry fee accordingly.

MAYOR GOODMAN remarked that the key is to make the right choices and the right determinations based on facts and data. She is sure the City will do its due diligence and will inform the Downtown Las Vegas Soccer Club well in advance on the price increase so they can move forward with their advertising. It is exciting to see the growth of the tournament, but more importantly see the scholarships given to deserving athletes, such as the special training award given to a team participant for the opportunity to go to Italy.

COUNCILMAN COFFIN echoed MAYOR GOODMAN'S comments and asked when the fee increase amount would be available. MR. HACKER replied that staff's recommendation is to go for a flat fee structure for the February 2016 tournament; there would be continued discussion on a cancellation fee that has not been imposed in the past. One unique thing in the MOU was a price cost control on the registration, and the City has had amendments to successfully work with the Downtown Las Vegas Soccer to accommodate their needs when they bring professional soccer or other events. Staff could continue the MOU for the February 2016 event. MR. TABOR stated that either the old MOU or new pricing policy works for them; they just need a decision so they can advertise a price to market the soccer tournament. COUNCILMAN COFFIN directed staff to get this issue resolved before the end of June. MAYOR GOODMAN suggested staff give the Downtown Las Vegas Soccer enough advance notice to ensure teams have adequate time to make reservations but at the same time not rush to the point of not doing a thorough job and jump to the wrong conclusions.