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DISTINGUISHED BY NATURE

Folsom City Council Staff Report

MEETING DATE:	3/23/2021
AGENDA SECTION:	New Business
SUBJECT:	Presentation on the Dan Russell Rodeo Arena and Direction to Staff
FROM:	Parks and Recreation Department

BACKGROUND / ISSUE

The Parks and Recreation Director will make a presentation regarding the Dan Russell Rodeo Arena and parking availability.

Submitted,

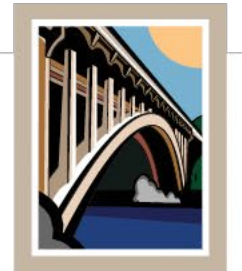
Lorraine Poggione,
Parks and Recreation Director

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Rodeo Grounds Presentation

City Council Meeting March 23, 2021



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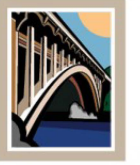
Location Map



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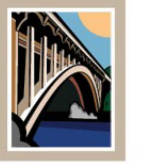
Background



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- Dan Russell Arena was built in 1960 (one of the earliest P&R amenities)
- Collaborative effort of Russell Family, Lions Club, and service organizations
- Entire Arena is about 2.5 acres. Arena floor is about 42,000 square feet, with seating for approximately 6,000 people
- There have been 59 Rodeos mostly all in the Rodeo grounds
- Many other events over the last 60 years

Event History at Arena



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- Folsom Pro-Rodeo
- Circus
- Dirt Bike Events
- Concerts
- Rodeo Cross (Cyclocross bike riding)
- Renaissance Faire
- Amgen Tour of California
- Paint Ball Events
- High School Graduations
- Soccer Opening Days
- P&R Events: Wacky Dash, Runs, Rentals

Current Arena Rental Schedules



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- **Pro-Rodeo**
 - Site Preparation, Inspections, Repairs: May/June
 - Event: End of June to Early July
- **Scheduled Concerts**
 - July 30 & 31; August 20 & 21; September 17 & 18; October 15 & 16
- **Renaissance Faire**
 - Site Preparation, Inspections, Repairs: September
 - Event: September 23 through 27
- **RodeoCross**
 - October 6, 13, 20, & 27

Current yearly revenue for Arena (FY 21-22)=\$43,050

No long-term agreements for any of these recurring events.

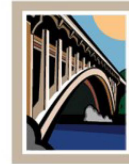
Immediate and Adjacent Parking Availability



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- Rodeo: 52 spaces and 4 ADA
- City Park: 91 spaces and 4 ADA
- Library: 58 spaces and 3 ADA

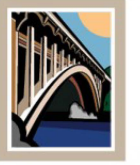
Youth Sports Usage of Adjacent Fields: Parking Availability Impact



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- The City currently has 11 MOUs covering our existing Community Youth Sports Leagues (CYSL).
- Adjacent Rodeo Park and nearby Kuntz Field both used as part of these MOUs (soccer and baseball).
- In 2019 = 3,010 soccer players and 960 baseball players
- There are 5 City fields that are utilized for soccer (including Rodeo), and 13 fields for baseball (including Kuntz)
- There are currently no available fields to relocate baseball and limited field capacity to relocate soccer

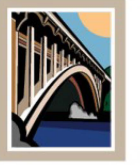
Numbers and Relationships



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- Soccer and Baseball pay \$26 per player
 - \$17 goes to City
 - \$5 goes to Adopt-A-Facility
 - \$4 goes to School District
- In 2019, City received \$51,000 from Soccer and \$16,000 from Baseball
- City schedules all fields on City and school district property
- All in accordance with the Service Delivery Plan, MOUs, Joint-Use Agreement, Adopt-A-Facility

Current Schedule - Soccer



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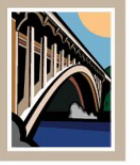
- **Rodeo Soccer Field One**

- July, August, Sept., Oct., November
- Monday through Saturday, 4 p.m. to dark
- All parking needed

- **Rodeo Soccer Field Two**

- July, August, Sept., Oct., November
- Monday through Saturday, 4 p.m. to dark
- All parking needed

Current Schedule - Baseball



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- **Rodeo Baseball Field One**

- March, April, May, June
- Monday through Saturday, 4:30 p.m. to dark
- All parking needed

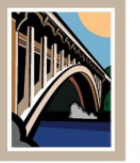
- **Rodeo Baseball Field Two**

- March, April, May, June
- Monday through Saturday, 4:30 p.m. to dark
- All parking needed

- **Kuntz Baseball Field**

- March, April, May, June, Aug., Sept., October
- Monday through Saturday, 4:30 p.m. to dark (lighted field can go later)
- All parking needed

Other Uses of Rodeo Parking Lot



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- Zoo Field Trip Bus Parking
 - March, April, May, June
 - Monday through Friday; various times during day
- Wild Nights & Holiday Lights
 - In December
 - Event nights for overflow parking
- Christmas Tree Recycling
 - Second Saturday in January
- Weekend Parking for Trail/Downtown Access
 - Most Months
 - All weekends from 8 a.m. to dark
 - Parking lot mostly full
- Police Emergency Vehicle Operator Course (EVOC) Training
 - 1-2 times per year
- City Solid Waste Driver Training
 - 2-3 times per year
- Library Events
 - Overflow parking few times per year
- Community Center Events
 - Overflow parking for Weddings, Quilt Show, Events-several times per year
- Miscellaneous
 - HART In-Take Center-nightly January through March

Arena Availability Based On Parking Capacity & Current Nearby Uses



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Mostly Available

- Months of January and February
- Many Friday and Saturday evenings are available with coordination

Some Availability

- Months of March through December
- Monday through Friday from 8 a.m. to 4 p.m.; Weekends after sunset

(Except for dates of Rodeo, Renaissance Faire, Concerts, Rodeo Cross, and other scheduled events if these were to continue at the site)

Existing Condition & Challenges



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- **Deficiencies and Repair Issues**

- Facility upgrades for improved access-stairs, stadium ingress/egress, seating, restrooms
- Outdated restrooms
- Not readily available for multi-use options (flooring, lighting, sound system)
- Older amenities in fair condition-Ticket Booth/Concession Stands

- **Aesthetic Items**

- Cyclone fencing
- Limited irrigation and landscaping

- **Limiting Factors**

- South-West Facing/un-covered Seating
- Dirt arena/wind factor
- Hot in summer months (June, July, August)
- No covered seating

- **Neighborhood Impacts**

- Scale and frequency of events
- Type of events
- Timing of events
- Parking

Areas of Maintenance



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Stadium and Bleachers



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Older Amenities



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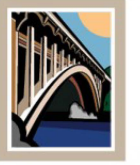
Restrooms and Concession



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Capital Improvement Costs



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- Lighting
- Drainage
- Accessibility Improvements
- Remodeled Seating
- Underground Infrastructure

- Approximately \$1.5 million (unfunded)

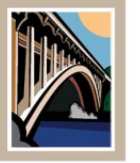
Bottom Line



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- There is certainly capacity (especially during certain months and times of days) to increase usage of arena if consideration is given to limited parking availability (especially due to youth sports), infrastructure condition, and neighborhood adjacencies.

Options



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Option 1: City Maintained

- a. Maintain current programming and coordination of arena, fields, parking
- b. Look for additional opportunities to fill in vacant time periods (w
- c. Enhance Arena with improvements to attract higher-end events (City)

Option 2: Turn Over programming of Arena to a third party with revenue sharing agreement

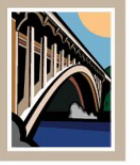
Comparison of Options



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	Upfront Costs	Yearly Revenue	Comments
Option 1-City			
a. Maintain Existing Operations	Minimal	\$43,050	City continues normal scheduling with Leagues
b. Look for Additional Opportunities	Minimal	To be Determined	City markets and/or works with others for new opportunities
c. Enhance to Attract	\$500k to \$1.5 m	To be Determined	would continue to schedule
Option 2-Turn Over to 3rd Party	Unknown	To be Determined	League arrangements are affected; Parking on and off site affected; City loses control of a City facility

Direction to Staff



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- Option 1: City to continue operations; look for additional opportunities; and/or enhance Arena to attract new opportunities-requires funding
- Option 2: Turn-Over Programming of Arena to a Third-Party Entity and enter into a revenue-sharing agreement. This option would entail changing current MOU's, could result in reduced enrollment capacity due to limited field space, and impacts to long-term relationships with the leagues
- Option 3: Other Ideas/Approaches/Direction