

PARKS AND RECREATION COMMISSION AGENDA REPORT

April 14, 2022
Item 9

TITLE: RECOMMEND CITY COUNCIL APPROVE PROPOSED SPONSOR AGREEMENTS FOR THE NAMING RIGHTS OF BERNAL COMMUNITY PARK, PHASE II

SUMMARY

Pleasanton sports groups engaged with Lucile Salter Packard Children's Hospital at Stanford, Stanford Health Care, Construction Testing Services, and 4LEAF, Inc. for the naming rights of Bernal Community Park, Phase II. Collectively, \$630,000 will be raised over a seven-year term. In addition, the sports groups will have exceeded their \$2 million obligation to the City.

RECOMMENDATION

Recommend City Council approve the proposed Sponsor Agreements with Lucile Salter Packard Children's Hospital at Stanford, Stanford Health Care, Construction Testing Services, and 4LEAF, Inc. for the naming rights of Bernal Community Park, Phase II.

FINANCIAL STATEMENT

The proposed sponsorship package totals \$630,000. Of that, \$581,955 will go toward paying the remainder of the sports groups \$2 million obligation for Bernal Community Park. The remaining \$48,045 will go toward changing out the sponsorship signs.

BACKGROUND

In 2006, Pleasanton voters approved Measure P which adopted the Bernal Property Phase II Specific Plan outlining public improvements to the Bernal Property. As an outcome of the Specific Plan, the City Council subsequently adopted the Bernal Community Park Master Plan (Master Plan) that included general planning elements for the 50-acre community Park.

The Master Plan anticipated the park being developed in four phases:

- Phase I: Two lighted baseball fields, restrooms, play areas, parking, and equipment storage sheds - Completed in 2009
- Phase II: Three lighted multi-purpose synthetic all weather fields, stadium seating, a plaza gathering area, Oak Woodland area, children's playground, picnic area, parking, restrooms, and equipment storage sheds - Completed in 2016
- Phase III: Could include another lighted baseball field with seating, amphitheater, trails, parking, a potential cultural arts center, and a park maintenance facility
- Phase IV: Could potentially include another lighted multi-purpose field and/or other active spaces.

In 2014, City Council approved a Memorandum of Understanding (MOU) (Attachment 1) and funding plan for Phase II. The sports groups committed to funding \$2 million through donor contributions and other methods to offset facility construction costs:

- In April 2016, the City received a one-time donation from Fremont Bank in the amount of \$25,000 as part of the Play Bernal Fundraising Campaign
- In May 2016, the City entered into an agreement with Lucile Salter Packard Children's Hospital at Stanford in the amount of \$250,000 over a five-year term for the naming rights of the stadium field - the City received complete payment and the agreement has reached its term
- In June 2016, the City entered into an agreement with Patelco Credit Union in the amount of \$625,000 over a five-year term for the naming rights of the complex - the City received complete payment and the agreement has reached its term
- In September 2016, the City entered into an agreement with Leisure Sports Inc. in the amount of \$30,000 over a five-year term for the naming rights of the playground at Phase II - the City received complete payment and the agreement has reached its term
- In October 2016, the City entered into an agreement with CTS in the amount of \$100,000 over a five-year term for the naming rights of the west field - the City received complete payment and the agreement will reach its term in April 2022
- The Rai family contributed \$30,000 thus far with a total commitment of \$50,000 dedicated to the digital kiosks - the remaining \$20,000 will be collected over the next five years.

In addition to the above major sponsors, totaling \$1,060,000, the Play Bernal Fundraising Group received \$114,709 in donations via website, checks, and corporate

matching donations. Collectively, the Play Bernal Fundraising Group raised a total of \$1,174,709.

In 2017, the City began invoicing the Pleasanton sports groups for the remaining balance, \$825,291 pursuant to the MOU.

- In 2017, the groups were invoiced and paid \$81,483
- In 2018, the groups were invoiced and paid \$80,924
- In 2019, the groups were invoiced and paid \$80,929.

Collectively, the Pleasanton sports groups have contributed \$243,336. In 2020 and 2021, the groups were not invoiced due to COVID-19 and the impacts of shelter-in-place restrictions imposed by the State and County.

DISCUSSION

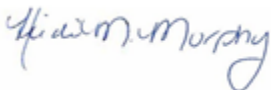
The sports groups have approached additional sponsors in order to pay off the remaining balance of \$581,955.

The sports groups engaged with Lucile Salter Packard Children's Hospital at Stanford, Stanford Health Care, Construction Testing Services, and 4LEAF Inc. for major sponsors and naming rights. Based upon discussion with each sponsor, the following financial terms are being proposed for each respective sponsor:

- Complex Sponsor: Lucile Salter Packard Children's Hospital at Stanford and Stanford Health Care for \$355,000 for a seven-year term, with naming rights for the complex to be "Stanford Medicine Sports Complex" (Attachment 2 and 3)
- Stadium Field: Lucile Salter Packard Children's Hospital at Stanford for \$145,000 for a seven-year term (Attachment 4)
- West Field: Construction Testing Services for \$65,000 for a seven-year term (Attachment 5)
- East Field: 4LEAF, Inc. for \$65,000 for a seven-year term (Attachment 6).

In total and if approved, the sports groups will have exceeded their commitment by \$48,045. This remaining money will be used to cover the renaming of the park, including surrounding signage.

Submitted by:



Heidi Murphy
Director of Library
and Recreation

Attachments:

1. Memorandum of Understanding
2. Recommended Agreement (complex sponsor) – Stanford Health Care
3. Recommended Agreement (complex sponsor) – Lucile Salter Packard Children’s Hospital at Stanford
4. Recommended Agreement (stadium field sponsor) – Lucile Salter Packard Children’s Hospital at Stanford
5. Recommended Agreement (west field sponsor) – Construction Testing Services
6. Recommended Agreement (east field sponsor) – 4LEAF, Inc.