



San Bernardino County

Legislation Text

File #: 3178, Agenda Item #: 79

REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS OF THE COUNTY OF SAN BERNARDINO AND RECORD OF ACTION

November 17, 2020

FROM

BEAHTA R. DAVIS, Director, Regional Parks Department

SUBJECT

Revenue Interim Use Permit with Spartan Race, Inc. for the Spartan Race SoCal 2021 Event at Glen Helen Regional Park

RECOMMENDATION(S)

Approve Revenue Interim Use Permit with Spartan Race, Inc., for the exclusive use of Glen Helen Regional Park, located in the unincorporated area of Devore, to hold the Spartan Race SoCal 2021 Event to be held January 22, 2021 through January 24, 2021 with related set-up from January 13, 2021 through January 21, 2021 and related tear-down from January 25, 2021 through January 28, 2021 for total revenue in the amount of \$30,250.

(Presenter: Beahta R. Davis, Director, 387-2340)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Operate in a Fiscally-Responsible and Business-Like Manner.

FINANCIAL IMPACT

Approval of the Interim Use Permit (Permit) does not require the use of additional Discretionary General Funding (Net County Cost). Under this Permit, Spartan Race, Inc. (Permittee) will pay the Regional Parks Department (Department) a use fee of \$30,000 to utilize Glen Helen Regional Park (Park) for the Spartan Race SoCal 2021 Event and related set-up and tear-down. Permittee also agrees to pay a \$250 event application and contract preparation fee. Permittee also agrees to pay \$50 per food vendor participant, \$25 per non-food vendor participant, and to pay for all costs associated with the installation of a water meter and all subsequent water utility fees.

| Description of Fee | Amount |
|--|----------|
| Full Park Closure for three days at \$10,000 per day | \$30,000 |
| Event Application Fee | \$50 |
| Contract preparation fee | \$200 |
| Total | \$30,250 |

Although full park rental fees increased per the 2020-2021 Board approved fee schedule, the Department is

proposing to keep the Permittee's fees the same as in previous years due to the economic value that the event brings to the community surrounding the park.

The Permittee will also submit a \$15,000 deposit to be used for any possible damages incurred to County property due to the Permittee's use of Glen Helen Regional Park. Permittee will be responsible for obtaining all necessary permits, licenses and applicable approvals required. Adequate appropriation and revenue have been included in the Department's 2020-21 budget.

BACKGROUND INFORMATION

The Department operates and maintains ten regional parks including Glen Helen Regional Park, located in the unincorporated area of Devore, and provides for the rental of park property through Board approved fees. The recommended Permit would allow the Permittee the exclusive use of the Park to build the Spartan Super, Spartan Sprint, and the Kid's Race obstacle courses for a total fee of \$30,250. This Permit includes a force majeure provision allowing for cancellation of the Event due to circumstances beyond either parties' control, which includes those impacts created as a result of COVID-19; the County will refund any license fees paid by Permittee as a result of such cancellation.

This recommended Permit aligns with the County and Chief Executive Officer Goals and Objectives to Operate in a Fiscally-Responsible and Business-Like Manner by allowing the Department to leverage its amenities and land to raise revenue to support park maintenance and development.

Spartan Race, Inc. was established in Vermont by Joe De Sena, world-class adventure racer. Spartan Races include obstacles designed to test mental fortitude and physical strength. Spartan Race, Inc., offers three core race types each escalating in distance, obstacle count and challenge level; the Spartan Sprint (3+ miles/20+ obstacles), the Spartan Super (8+ miles/25+ obstacles), and the Kid's Race (distances and obstacles vary by age).

Spartan Race participants typically travel 80 miles to attend events. On average, 81% of racers are traveling from outside of the market, 31% are visiting for the first time and 86% plan on returning the next year. For this event, Permittee anticipates an average of 8,000 racers and 1,000 spectators for Saturday's event and an average of 6,000 racers and 1,000 spectators for Sunday's event. Friday requires a full park closure to complete course layout and train volunteers. No racers or spectators will be out on this day.

PROCUREMENT

N/A

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Dawn Martin, Deputy County Counsel, 387-4322) on July 1, 2020; Finance (Elias Duenas, Administrative Analyst, 387-4052) on July 10, 2020; County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on July 10, 2020.