

2014 Council Study Issue

LCS 14-03 Various City events at Sunnyvale Parks in conjunction with the 2016 Super Bowl

Lead Department Library and Community Services Department

Sponsor(s) Parks and Recreation Commission

History 1 year ago: n/a 2 years ago: n/a

1. **Scope of the Study**

a. What are the key elements of the study?

This study would consider planning various events at Sunnyvale Park sites to coincide with the pre-Super Bowl activities in February 2016. Events may have a football theme and showcase the Sunnyvale Parks system. Community Services Division would leverage the event to promote active, healthy lifestyles, as well as the variety of programs offered by the City. There may also be an opportunity to partner with local organizations; potentially to share expenses and cross-promote programs and services.

b. What precipitated this study?

This Study was proposed by the Vice Chair of the Parks & Recreation Commission, Craig Pasqua, and approved unanimously by the Commission on 9/11/13. The 49ers stadium in Santa Clara has been selected as the site of Super Bowl L, a nationally recognized event. Given Sunnyvale's close proximity to the stadium, there is an opportunity to promote Sunnyvale to both local residents and tourists alike.

c. Is this a multiple year project?

Yes. Planning of events and coordination with Super Bowl activities may begin as early as late calendar year 2014.

Planned Completion Year: 2016

2. **Fiscal Impact**

a. Cost to Conduct Study

i. Level of staff effort required (opportunity cost)

Major Moderate Minor

ii. Amount of funding above current budget required \$

Will seek budget supplement Will seek grant funding

iii. Explanation of Cost: Staff time to conduct study is estimated at 40 hours. No additional funding required in conducting study.

b. Costs to Implement Study Results

No cost to implement.

Unknown. Study would include assessment of potential costs.

Some cost to implement. Explanation:

1) Staff time would be needed for the planning and coordination of events.

2) Funds would also be needed for event marketing and advertising expenses as well as for any equipment and/or rentals needed in conjunction with event activities.

3. **Expected participation in the process**

- Council-approved work plan
- Council Study Session
- Board/Commission Review by Parks and Recreation Commission

4. **Staff Recommendation**

a. Position: Drop

b. Explanation: Staff does not believe that the proposed study issue will result in a new or revised City policy with respect to the City Ordinance, General Plan or to other existing policies. This item should be characterized as a budget issue as it would require considerable staff time and financial resources to study and implement.

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| Reviewed By: | Approved By: |
| <i>Lisa S. Rosenblatt</i> 10/3/13 | <i>[Signature]</i> 10/8/13 |
| Department Director Date | City Manager Date |