

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
9	06/13/11	Open	Action	05/31/11

Subject: Approving World Masters Athletics Championship Athlete and Guest Badges with RT Logo as Fare Equivalent to Ride RT Buses and Light Rail Trains from July 6, 2011 through July 17, 2011 and Approving the Agreement between RT and the Sacramento Region Sports Education Foundation

ISSUE

Whether to approve accepting World Masters Athletics Championship athlete and guest badges with RT logo as fare equivalent to Ride RT buses and light rail trains from July 6, 2011 through July 17, 2011 and whether to approve an Agreement between RT and the Sacramento Region Sports Education Foundation.

RECOMMENDED ACTION

Adopt Resolution No. 11-06- _____, Approving World Masters Athletics Championship Athlete and Guest Badges with RT Logo as Fare Equivalent to Ride RT Buses and Light Rail Trains from July 6, 2011 through July 17, 2011 and Approving an Agreement between RT and the Sacramento Region Sports Education Foundation.

FISCAL IMPACT

Approximately 5,000 athletes (plus their guests) will attend the XIX World Masters Athletics (WMA) Championships in July. However, there are some challenges in clearly determining how many athletes and guests will actually use RT's system, including how many will rent cars, how many will carpool and how many days the average stay by an athlete and their guest(s) will be. It should be noted that not all 5,000 competitors will be in attendance for all 12 days. To determine the fiscal impact, the WMA coordinators estimate the average stay will be approximately four days. Since half of the competitors are expected to be seniors (age 62 and over) and the other half are expected to be age 35 through 61, an average daily cost of \$4.50 (combined average of both the Discount and Basic daily pass fare) per passenger will be used as the base rate.

RT will receive \$22,500 in a lump sum cash payment and another \$22,500 in sponsorship trade from the Sacramento Region Sports Education Foundation through an agreement between both parties for approving special World Masters Athletics Championship athlete and guest badges as fare equivalent to ride RT buses and light rail trains. The \$45,000 total value is based on an estimate that up to 2,500 athletes and/or guests could possibly use the system over a four-day period.

DISCUSSION

RT has partnered with the Sacramento Convention & Visitors Bureau and the Sacramento Sports Commission to encourage participants and guests of the WMA Championships to take transit to and from event venues for the 12 days (July 6, 2011 through July 17, 2011) of the competition.

Approved:

Presented:

Final 6/2/11

General Manager/CEO

Manager, Marketing and Communications

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WMA is the world championships for men and women Masters track and field for athletes ranging from 35 to 100 years old. It is estimated that 5,000 athletes, and their guests, representing 80 different countries will convene for the championships in the Sacramento region. This is the first time in the 16-year history of the event that the championships will be held in the United States. The event is scheduled for 12 days and will take place at three track venues located at Sacramento State, Sacramento City College and American River College. A Race Walk in Land Park and a marathon on the American River Parkway will be held on the final day of competition on Sunday, July 17. The WMA plan establishes RT as a primary mode of transportation for athletes staying in hotels located near RT bus stops and light rail stations during the championships. It is estimated that this event can potentially have an economic impact of over \$23,000,000 during the month of July, which is considered a traditionally quiet time of year in Sacramento.

Due to the difficulty in distributing individual daily passes, RT Marketing staff is requesting that World Masters Athletics Championship athlete and guest badges, that include an RT logo, be accepted as a form of fare equivalent to ride RT buses and light rail trains from July 6, 2011 through July 17, 2011. In exchange, the Sacramento Region Sports Education Foundation will provide RT with a cash payment of \$22,500 and will provide RT with a benefits package which includes recognition of RT as a sponsor of the event in various electronic and print materials distributed prior to and during the event. The value of this "Benefit Package" is \$22, 500. This co-branding will provide RT the opportunity to gain positive exposure to event attendees. In addition, RT's participation demonstrates great support for the economic vitality of a community that RT serves.

The term of RT's co-sponsorship are spelled out in an Agreement between RT and the Sacramento Region Sports Education Foundation. Staff recommends that the Board approve recognition of the athlete and guest badge with the RT logo as fare equivalent to ride RT buses and light rail, and the Agreement between RT and the Sacramento Regional Sports Education Foundation spelling out the terms of RT's co-sponsorship.

RESOLUTION NO. 11-06-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

June 13, 2011

APPROVING WORLD MASTERS ATHLETICS CHAMPIONSHIP ATHLETE AND GUEST BADGES WITH RT LOGO AS FARE EQUIVALENT TO RIDE RT BUSES AND LIGHT RAIL TRAINS FROM JULY 6, 2011 THROUGH JULY 17, 2011 AND APPROVING AN AGREEMENT BETWEEN RT AND THE SACRAMENTO REGION SPORTS EDUCATION FOUNDATION

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, pursuant to the adopted Fare Structure, the Board hereby approves a valid World Masters Athletics Championship Athlete and Guest Badge with RT Logo as Fare Equivalent evidencing payment of the applicable fare to ride RT buses and light rail trains from July 6, 2011 through July 17, 2011.

THAT, a person presenting a valid World Masters Athletics Championship Athlete or Guest Badge with RT Logo from July 6, 2011 through July 17, 2011, will be deemed to have paid the applicable fare to ride RT buses and light rail trains established in Resolution No. 09-07-0121.

THAT, this Resolution supersedes any prior Resolution currently in effect that would otherwise require collection of fare from a person who displays a valid World Masters Athletics Championship Athlete or Guest Badge with RT Logo when riding RT buses and light rail trains from July 6, 2011 through July 17, 2011.

THAT, the Agreement between Sacramento Regional Transit District, therein referred to as "RT," and the Sacramento Region Sports Education Foundation, therein referred to as "CONTRACTOR," wherein CONTRACTOR agrees to provide a lump sum payment of \$22,500 and a sponsorship package to RT valued at an additional \$22,500 in consideration for acceptance of CONTRACTOR issued athlete and guest badges as fare equivalent to ride RT's bus and light rail system, is hereby approved.

THAT, the Chair and General Manager/CEO are hereby authorized and directed to execute said Agreement.

DON NOTTOLI, Chair

A T T E S T:
MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary