



**COMMUNITY SERVICES
COMMISSION**

**DECEMBER 09, 2013
7:00 P.M. MEETING**

**Special Meeting
Agenda**

**Escondido City Hall Council Chambers
201 N. Broadway**

CALL TO ORDER

FLAG SALUTE

ROLL CALL: Commissioners Bologna, DuDeck, Farwell, Fralish, Pitcher, Russell, and Simonson.

APPROVAL OF MINUTES for November 13, 2013

CORRESPONDENCE & INFORMATION

Items will not be discussed individually unless members of the Commission, staff or the public requests specific items to be discussed.

PRESENTATIONS

BMX – Vincent McCurdy, BMX Track Operator

CURRENT BUSINESS

- 1. BMX Proposal
(Loretta McKinney, Director of Library & Community Services)**

NEW BUSINESS

- 2. Housing and Community Development Grant
(Amy Shipley, Community Services)**

UPDATE ON CITY COUNCIL ACTIONS

Nothing to report at this time.

ORAL COMMUNICATIONS

At this time the public may comment on items not appearing on the agenda. State law prohibits the Commission from taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda.

COMMITTEE REPORTS

Site Committee (Chairman) – No meeting held

Revenue & Operations Review – (Chairman) – No meeting held

Community Activities – (Commissioner) – No meeting held

Facility Use - (Commissioner) – No meeting held

COMMISSION MEMBER COMMENTS

ADJOURNMENT

The date of the next meeting will be **Thursday, January 23, 2013 at 6:30 p.m.** in the Council Chambers - City Hall.

TO ADDRESS THE COMMISSION

The public may address the Community Services Commission on any agenda item. Please complete a Speaker's form and give it to the Minutes Clerk. Comments are generally limited to 3 minutes.

If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the Community Services Commission should be given to the Minutes Clerk.

To address the Commission, use the podium on either side of the Chambers, STATE YOUR NAME FOR THE RECORD and speak directly into the microphone.

AGENDA BACK-UP MATERIALS

Staff reports and back-up materials for agenda items are available for review in the Community Services Commission Office in City Hall and the Library (239 S. Kalmia) during regular business hours and are placed in the lobby outside the Council Chambers immediately before and during the Commission meeting.

Please turn off all cellular phones and pagers while the meeting is in session.

The Community Services Commission meets quarterly on the fourth Thursday of the month at 6:30 p.m.

CITY HALL HOURS OF OPERATION

Monday-Friday 8:00 a.m. to 5:00 p.m.

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 837-4641. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.

Listening devices are available for the hearing impaired – please see the Minutes Clerk.

CITY OF ESCONDIDO

MINUTES OF THE SPECIAL MEETING OF THE COMMUNITY SERVICES COMMISSION

November 13, 2013

The special meeting of the Community Services Commission was called to order at 6:35 p.m., Wednesday, by Chairman Bologna in the City Council Chambers, 201 North Broadway, Escondido, California.

Members present: Chairman Bologna, Commissioner Burrows, Commissioner DuDeck, Commissioner Farwell, Commissioner Fralish, Commissioner Pitcher, Commissioner Russell, and Commissioner Simonson.

Commissioners absent: None.

Staff present: Amy Shipley, Assistant Director of Recreation and Community Services; Karen Williams, Older Adult Services Manager; Loretta McKinney, Director of the Library and Community Services; Nichole White, Recreation Supervisor III; Joel Agg, Supervisor of the On Track After School Program; and Ty Paulson, Minutes Clerk.

MINUTES:

Moved by Commissioner Russell, seconded by Commissioner Simonson, to approve the minutes of the July 25, 2013, meeting. Motion carried unanimously.

CORRESPONDENCE & INFORMATION: None.

Taken out of order.

2. BMX Proposal – Discussion/Possible Action

Ms. McKinney referenced the staff report and noted staff had received an unsolicited proposal to place a BMX track in Kit Carson Park. Staff recommended the Commission discuss and provide direction regarding the placing of a BMX track in Kit Carson Park, placing a BMX track at another location, or not allowing a BMX track in the City.

Chairman Bologna asked if a formal presentation would be made by the entity requesting this item. Ms. McKinney noted she was unaware of any formal presentation being made unless someone had provided this in the public comment portion of this item. (No formal presentation was received)

Ruth Weber, Escondido, was opposed to the allowing the BMX facility to be constructed in Kit Carson Park due the park being public lands, costs to the City, and the amount of land needed. She was concerned with the facility adding to the already congested area and traffic associated with the Westfield Mall and surrounding schools. She stated that the proposed location was the last portion of green space in its area. She felt only Escondido citizens should be able to make decisions on this item. She then submitted some maps of the area, which included a petition with 136 signatures in opposition.

Cynthia Morris, Escondido, was not opposed to allowing a BMX track in the City but was opposed to allowing it in Kit Carson Park due to feeling it would add to an already congested park. She was also concerned that the proposed use would generate dust in the park.

Roy Garrett, Escondido, was opposed to using public parkland for a for-profit BMX facility.

Wendy Enright, San Diego, was in favor of a BMX facility in Escondido. She noted that she lived near the San Diego BMX course, which was well maintained by the McCurdy family and did not generate any dust. She expressed her enthusiasm with the sport and noted that it was an Olympic recreational sport that was good for kids, adults, and the community.

Dorie Savage, San Diego, was in favor of a BMX facility in Escondido. She stated that a for-profit entity would be able to maintain the facility and would provide revenue to the City. She indicated that the dirt used for tracks was very compact and would not generate dust. She also indicated that the sport was very affordable.

Ben Fode, Escondido, was in favor of a BMX facility in Escondido. He expressed his enthusiasm with the sport and noted that it was an Olympic recreational sport that was good for kids, adults and the community.

Eleni Tignor, Escondido, was opposed to using public lands for a for-profit facility. She noted that she was opposed to the proposed location, feeling another location would be more appropriate.

Nigel Johnson, Escondido, was in favor of a BMX facility in Escondido. He stated that a BMX facility was a great recreational activity for kids. He expressed his concern with other BMX facilities being too far away from the City.

Richard Puder, Escondido, was in favor of a BMX facility in Escondido. He stated that a BMX facility was a great recreational activity for kids. He expressed his concern with other BMX facilities being too far away from the City.

Mark Castro, Escondido, was in favor of the BMX track in Escondido. He stated

that BMX riding was a family-oriented recreational activity.

Daniel Dolge, Escondido, was in favor of the BMX track in Escondido. He expressed his concern with the other BMX facilities being too far away from Escondido.

Terry McDonall, San Diego, was in favor of the BMX track in Escondido.

Sara Hosley, Escondido was in favor of the BMX track in Kit Carson Park. She expressed her concern with the other BMX facilities being too far away from Escondido. She felt Kit Carson Park was ideal for a BMX track, noting the park was already a sport's park.

Beau Furr, Escondido, was in favor of the BMX track in Kit Carson Park. He noted that BMX was an individual Olympic sport that was very family oriented. He expressed his concern with the other BMX facilities being too far away from Escondido. He also felt participants would volunteer their time to help maintain the park as they did at other facilities.

Mark Verrochi, Escondido, Membership Director for San Diego ACEs, was in favor of a BMX track in Escondido but asked that it not be put in Kit Carson Park, noting his concern with the park already being congested.

Adam and Michael Durbin, Poway, were in favor of a USA BMX track in Kit Carson Park. He stated that he and his son had traveled the world through USA BMX, noting it was a family-oriented sport. He noted that the National Anthem is played at the beginning of each meet, noting it was very patriotic.

Lori Gannod, San Diego, stated she was in favor of a BMX track in Kit Carson Park. She stated that BMX was affordable and kept kids off the street. She also noted that BMX was very family oriented.

Adam Watkins, Escondido, Ride MBX, was in favor of a BMX track in Kit Carson Park, feeling the skate park and BMX track would compliment each other.

Vincent McCurdy, San Diego, stated that he was the sponsor for the subject program. He noted that he operated two BMX tracks in San Diego for over 25 years. He indicated that the facility would have no impacts on parking given the hours of operation as well as not generate dust. He asked that he be allowed to talk further with the City regarding the logistics of the BMX facility.

Jeff Allan, La Mesa, was in favor of a BMX track in Kit Carson Park. He stated that Mr. McCurdy's track was well operated and maintained. He indicated that a BMX track would generate revenue for the City and be a great recreational activity for the kids.

Carman Nava, Escondido was not opposed to allowing a BMX track in the City

but was opposed to allowing it in Kit Carson Park due to feeling it would add to an already congested park. She felt the park needed to be preserved.

Scott McQuigan, Escondido, was in favor of the BMX track in Escondido. He noted that as a Marine he appreciated recreational activities that various cities provided for relocated families. He also stated that the proposed BMX track would create revenue for the City.

Scott Envall, Escondido, was in favor of the BMX track in Escondido. He expressed his concern with the other BMX facilities being too far away from Escondido.

Malcolm Trevitt, Escondido, was in favor of a BMX track in Escondido. He expressed his concern with the other BMX facilities being too far away from Escondido. He also noted that BMX racing had very little risk.

Joseph Rivas, Escondido, was not opposed to allowing a BMX track in the City but was opposed to allowing it in Kit Carson Park due to feeling it would add to an already congested park, be an inappropriate use for public parklands, and set a precedent.

Ed Stovin, San Diego, was in favor of a BMX track in Escondido. He stated that BMX racing was family oriented, created great opportunities for kids, and was a safe sport. He also stated that Mr. McCurdy's facilities were well maintained.

Mark Skok, Escondido, was opposed to using public lands for a for-profit entity. He suggested that the City work with the BMX representatives to find an appropriate location in the City.

Lorena Bunch, Escondido was in favor of a BMX track in Escondido.

Dolly Goulart, Oceanside, was in favor of a BMX track in Escondido. She stated that BMX racing was family oriented, created great opportunities for kids, and generated revenue for the City. She expressed her concern with the other BMX facilities being too far away from Escondido.

Tad Lent, Rancho Bernardo, was in favor of a BMX track in Kit Carson Park. He stated that BMX racing created lasting friendships.

Marc Day, Escondido, was in favor of a BMX track in Kit Carson Park. He stated that a BMX track would be a good fit with Kit Carson Park given it already offered 14 other sports.

Randy Cole, Santee, Solid Foundation Sponsorship, provided some background history for Solid Foundation Sponsorship and noted they would donate equipment and sponsorships to the BMX facility as part of their charter.

Jeffrey Ebright, San Diego, President of Palomar Audubon Society, expressed concern with potential impacts the facility would have on the birds in the park. He asked that the City consider other locations in the City.

Tom Cowan, Escondido, was opposed to using public lands for a private for-profit venture.

Pat Mues, Escondido, 2014.com, was opposed to using public lands for a private for-profit venture. She felt the relevant and important testimony at this hearing was from the residents of Escondido who would be impacted.

James Preston, Escondido, stated that the City had no experience in operating a BMX track, noting that the facility would be a revenue generator for the City. He stated that property could be leased by the City and could benefit the City and its citizens.

Ed Hall, Escondido, stated that the challenge for the Commission would be to find an appropriate location for the BMX track.

Grant Taylor, Escondido, President of Friends of Kit Carson Park, noted that they were not opposed to allowing a BMX track in the City but were opposed to allowing it in Kit Carson Park. He stated that they were opposed to the commercialization of activities in Kit Carson Park. He indicated that the proposed business plan estimated over 43,000 visitors, noting his concern with the already congested park. He also expressed concern with setting a precedent by leasing public parklands to a private venture.

John Weber, Escondido, was not opposed to allowing a BMX track in the City but was opposed to allowing it in Kit Carson Park. He was concerned with commercializing a public park.

Patricia Borchmann, Escondido, was not opposed to allowing a BMX track in the City but was opposed to allowing it in Kit Carson Park due to feeling it would be an inappropriate use for public parklands.

Kathleen Babcock, Escondido, noted that she anticipated hearing a presentation regarding alternative locations, length of the lease, tax benefits, and environmental impacts to the Kit Carson Park. She stated that she was not opposed to allowing a BMX track in the City but was opposed to allowing it in Kit Carson Park.

Cassie Lieurance, Escondido, felt more information was needed before a location was selected. She stated that she was not opposed to allowing a BMX track in the City but was opposed to allowing it in Kit Carson Park. She also expressed concern with the City providing any revenue for a BMX facility.

Robin Ford, Escondido, stated that residents already had to pay for activities in the parks. She felt Kit Carson Park would be a safe location for a BMX track and would compliment the other recreational activities in the park as well as the amount of bicycle activities in the City.

Aaron Johnson, Escondido, stated that the residents already pay to use the parks, noting he paid for his kids to play baseball and soccer in Kit Carson Park. He felt that a BMX facility in Kit Carson Park would create a great opportunity for the City.

Chairman Bologna requested input regarding staff's recommendation.

Ms. McKinney reiterated that staff recommended the Commission discuss and provide direction regarding placing a BMX track in Kit Carson Park, placing a BMX track at another location, or not allowing a BMX track in the City.

Commissioner Pitcher asked if other locations were considered. Ms. McKinney noted that the staff report identified Jesmond Dene or Mountain View as possible locations, noting that taking parkland required mitigation measures and other issues.

Commissioner Russell felt more information was needed before any action was taken. She suggested tabling the item to allow for more information and a formal presentation.

Commissioner Simonson motioned to recommend that City Council continue to look into a BMX track as planned. Motion did not carry due to lack of a second.

ACTION:

Moved by Commissioner Russell, seconded by Commissioner Farwell, to table Item 2 for further investigation. Motion carried. Ayes: Russell, Farwell, Burrows, Bologna, Pitcher, and Fralish. Noes: Simonson and DuDeck. (5-2)

Discussion ensued regarding potential special meeting dates for the purpose of re-hearing Item 2.

Chairman Bologna recessed the meeting at 8:07 p.m. and reconvened the meeting at 8:15 p.m.

Commissioner DuDeck left the meeting at this time.

ORAL COMMUNICATIONS:

Wally Gutierrez, Escondido, requested that the Commission take measures to

reopen Ryan Park's bathroom. He noted that people were urinating outside due to the bathroom being closed. He also stated that Chairman Bologna had visited the bathroom today and found that it was not open.

PRESENTATIONS

2. Summer Program Recap

Mr. Agg provided an overview of the summer programs and requested input.

3. James Stone Pool Audit – Discussion/Possible Action

Ms. Shipley and Ms. White referenced the James Stone Pool audit. Ms. White noted that the audit was broke down into two categories, one being urgent items and one being items needing repair in the near future with the total being close to \$936,00. The issue was that the pool was over 30 years old and could not be used for sanctioned meets and would never be able to recover costs. Ms. Shipley noted that \$121,000 was available to spend on repairs which would include the kiddie pool and a portion of the large pool. She stated that staff was looking at grants and potential partners. She then requested input from the Commission.

Chairman Bologna asked what the cost would be for a new pool. Ms. Shipley noted that a new pool would cost approximately \$15 million.

Discussion ensued regarding a clarification of priority list for the pool as well as potential hazards that needed to be mitigated. Additional discussions ensued regarding a clarification of the ADA requirements and upgrades.

ACTION:

Moved by Commissioner Russell, seconded by Commissioner Farwell, to direct staff to obtain bids on plastering both pools and to conduct leak tests. Motion carried unanimously.

4. Renaming of San Lake Proposal - Discussion

Ms. McKinney referenced the staff report and noted staff recommended the Commission discuss the proposal of renaming "Sand Lake" to "Eagle Scout Lake" and make a recommendation to the Mayor and City Council for consideration.

Commissioner Russell felt it would be appropriate to rename the lake "Scout Lake" so as to include all of the scouts.

Commissioner Simonson and Commissioner Pitcher abstained due to indicating that they did not receive the staff report.

ACTION:

Moved by Commissioner Farwell, seconded by Commissioner Burrows, to direct staff to forward a recommendation to rename “Sand Lake” to “Scout Lake”. Motion carried. Ayes: Burrows, Farwell, Fralish, Bologna, and Russell. Noes: Simonson and Pitcher. (5-0-2) Commissioner DuDeck was absent from the vote.

CURRENT BUSINESS:

1. Park Improvement Projects Update – Discussion

Ms. Shipley and Ms. McKinney provided the updates and requested input.

CONTINUATION OF NEW BUSINESS:

5. Kit Carson Park Adult Softball Complex Concession – Discussion

Ms. Shipley provided the update and requested input.

6. Recreation Update – Received.

Ms. Shipley provided the update and requested input.

7. Older Adult Services Update – Received.

Ms. Williams provided the update and requested input.

Commissioner Russell noted that the wellness expo was well received.

UPDATE ON CITY COUNCIL ACTION: None.

ORAL COMMUNICATIONS: None.

ITEMS FROM DEPARTMENTS:

4. COMMITTEE REPORTS

Site Committee – DuDeck, Pitcher, and Fralish. Alternate – Farwell.
Revenue & Operations Review – Bologna, and Nelson. Alternate – Burrows.
Community Activities – Garcia, Russell, and Farwell. Alternate – Pitcher.
Facility Use – Bologna, and Fralish,

No discussion.

ITEMS FROM COMMISSIONERS:

Discussion ensued regarding the protocol for hearing presentations.

Commissioner Russell stated that she felt she was not prepared to discuss the BMX track issue, noting she did not receive a portion of the packet. Commissioner Simonson concurred.

Commissioner Farwell asked if Mr. McCurdy could have come forward with a presentation. Ms. McKinney noted that the subject proposal was provided on the City's website and emailed to the Commission.

Ms. Shipley stated that the proposal was provided to the Commission in October in order to allow the Commission time to read them in advance of the Commission meeting. Some Commissioners indicated they did not receive the full staff report.

Ms. McKinney noted staff had made extra effort to make sure the community had access to the reports.

Commissioner Fralish left the meeting at this time 9:33 p.m.

ADJOURNMENT:

The meeting was adjourned at 9:38 p.m. The next meeting was scheduled for January 23, 2014 at 6:30 p.m.

Loretta McKinney, Director of
Library and Community Services

Ty Paulson, Minutes Clerk

COMMUNITY SERVICES COMMISSION

Agenda Item No.: 1
Date: December 9, 2013

TO: Community Services Commission
FROM: Loretta McKinney, Director of Library and Community Services
SUBJECT: BMX Proposal

RECOMMENDATION:

Review the attached Proposal and Business Plan to locate a BMX track in the City of Escondido's Kit Carson Park. Consider the presentation, public comments, and information provided herein, and make a recommendation to locate or to not locate a BMX track in Kit Carson Park, to the Mayor and City Council based on the Proposal as submitted.

PREVIOUS ACTION:

As a result of the November 13, 2013 Community Services Commission carried motion "Moved by Commissioner Russell, seconded by Commissioner Farwell, to table Item 2 for further investigation", the attached unsolicited proposal packet that was submitted to City Manager Clay Phillips is before you for your reconsideration and for your recommendation. Upon the suggestion of Commissioner Russell, a formal presentation by Vincent McCurdy, operator of two BMX tracks in San Diego County (Kearny Moto Park and Cactus Park in Lakeside) will also be provided.

BACKGROUND:

The attached information and proposal packet was submitted to City Manager Clay Phillips from Nick Adams, Director of Business & New Track Development for USA BMX, Gilbert, Arizona. Also attached is a Business Plan "Escondido BMX" from Vincent McCurdy of Lakeside, California, which includes a Preliminary Construction Cost Breakdown with additional information. The Agreement between Mr. McCurdy and the County of San Diego for the Cactus Park BMX track is attached for your review.

The attached Proposal from USA BMX includes information about the BMX sport, the American Bicycle Association's (ABA) support of BMX and a proposal to place the track somewhere in Kit Carson Park (no exact location was identified in the proposal). The proposal was submitted at the request of Mr. Vince McCurdy who submitted the Business Plan.

In summary, the Business Plan proposes that the cost to build the track be shared by the City of Escondido and the American Bicycle Association. Mr. Vince McCurdy will be the Track Operator. The purpose of the

track is to provide an opportunity for Escondido and other San Diego County residents to practice for and participate in BMX competitions.

According to the Business Plan, it is anticipated that the City's local businesses will benefit economically from the track, but will not realize any other direct profit. The Plan also proposes that the City pay \$113,500 for the construction of the track, the concession building, bleachers, and other infrastructure costs. The Plan also indicates that the remaining costs of \$84,600 for the construction will be paid for by the American Bicycle Association; however, there is no indication in the Plan or in the Proposal that payment for the construction has been agreed to by the Association.

Informal discussions have taken place about the need for a BMX track in Escondido over the years. As BMX bikes are human/pedal-powered, there is no motorized noises and the sport provides youth and adults with another method of enjoying the outdoors and being physical. According to local BMX enthusiasts, they must drive to San Diego, Orange County or Riverside County to practice. Currently, none of the Escondido park master plans include a BMX track; nor does the City's General Plan.

At the November 13, 2013 Community Services Commission Meeting, 43 members of the public spoke on this item. There were 25 speakers in favor of locating a BMX track in Escondido: 11 of which specifically stated the track should be in Kit Carson Park (six of which are Escondido residents) and 14 stated they wanted a track somewhere in Escondido (nine of which are Escondido residents). Seventeen people spoke against having a BMX track in any City park (16 of which are Escondido residents). One non-resident spoke on behalf of his organization that provides sponsorship for BMX riders and facilities.

On Thursday, November 14, 2013, a "Petition To Decline Proposal To Build BMX Racing Tracks In Kit Carson Park" was delivered to the City Clerk's Office by Escondido Resident Ruth Weber. The Petition has 137 unverified signatures. Since October 3, 2013 the City has received 11 emails via the Website Feedback and one personal visitor to City Hall regarding this topic. Of the 11 emails received, one (dated October 3, 2013) is for a BMX track in Escondido and the remaining 10 (dated between November 22, and November 25, 2013) are against locating the track in Kit Carson Park. The one comment from the visitor is also against the Kit Carson location. Some of the 10 against the track were names found in the Petition and were speakers at the November 13, 2013, Commission Meeting.

Given the aforementioned information, the presentation by Mr. McCurdy, and public comments in this meeting, the Commission is to provide a recommendation, to locate or to not locate a BMX track in Kit Carson Park, to the Mayor and City Council based on the Proposal as submitted. Once the recommendation is made, City staff would perform additional research to provide the Mayor and Council with appropriate information for their consideration.

Respectfully submitted,

LORETTA McKinney
Director of Library and Community Services

Proposal for



@



Supplemental

8/28/2013



Clay Phillips
City Hall, Second Floor
201 North Broadway
Escondido, CA 92025

July 9, 2013

Mr. Phillips,

I have been asked to submit information to the City of Escondido regarding the starting of a BMX track at Kit Carson Park. Long time track operator, Vince McCurdy, made the request in relation to starting a track in your city.

As you will see in the following pages, the San Diego area has a rich history in BMX dating all the way back to the founding of the sport in the 1970's. Since that time BMX has seen steady growth and the San Diego area currently boasts two Olympic training tracks and one amateur track in Chula Vista at the Olympic Training Center, one track in San Diego and one in Lakeside. None of these existing tracks are serving the population of Escondido.

With nearly 150,000 citizens, seventeen (17) elementary schools and five (5) middle schools, Escondido is an area that could benefit from a BMX track. BMX is a family oriented sport and Vince has successfully managed two tracks for us and continues to serve the San Diego region.

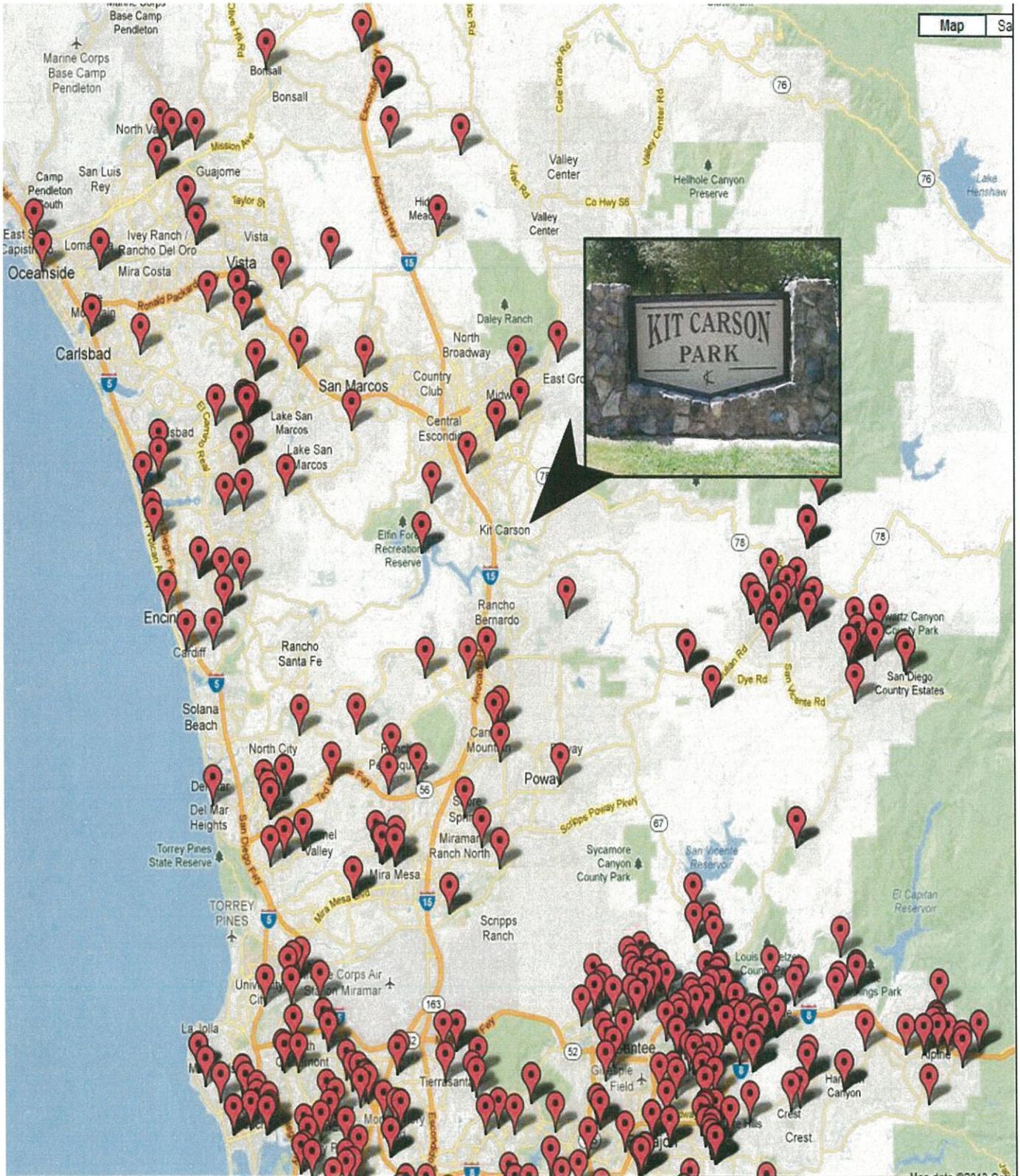
I have included information for you to review and ask that you consider making a small investment to make BMX part of the programming for the City of Escondido. Vince and his team will handle all of the day-to-day operations and provide years of programming and activity for the city.

Thank you in advance for your consideration and should you have any questions about USA BMX, our role in the process, or just general questions, please feel free to contact me directly at (480) 961-1903 ext. 155.

Respectfully,

S. Nick Adams
Director of Business & New Track Development

Registered ABA Members in North County



Attendance

Kearny Moto Park

January 1, 2012 – December 15, 2012

Sport: BMX Racing

Location: 3170 Armstrong Street San Diego, CA 92111

Season Duration: 50 Weeks

Total Races Polled: 145

Race Frequency: 3 times/week

Average Riders per Race: 99

Total Racers for 2012: 14,355/year

Estimated 2012 Attendance: 43,000+ per year

Largest Class: 5 & Under Novice

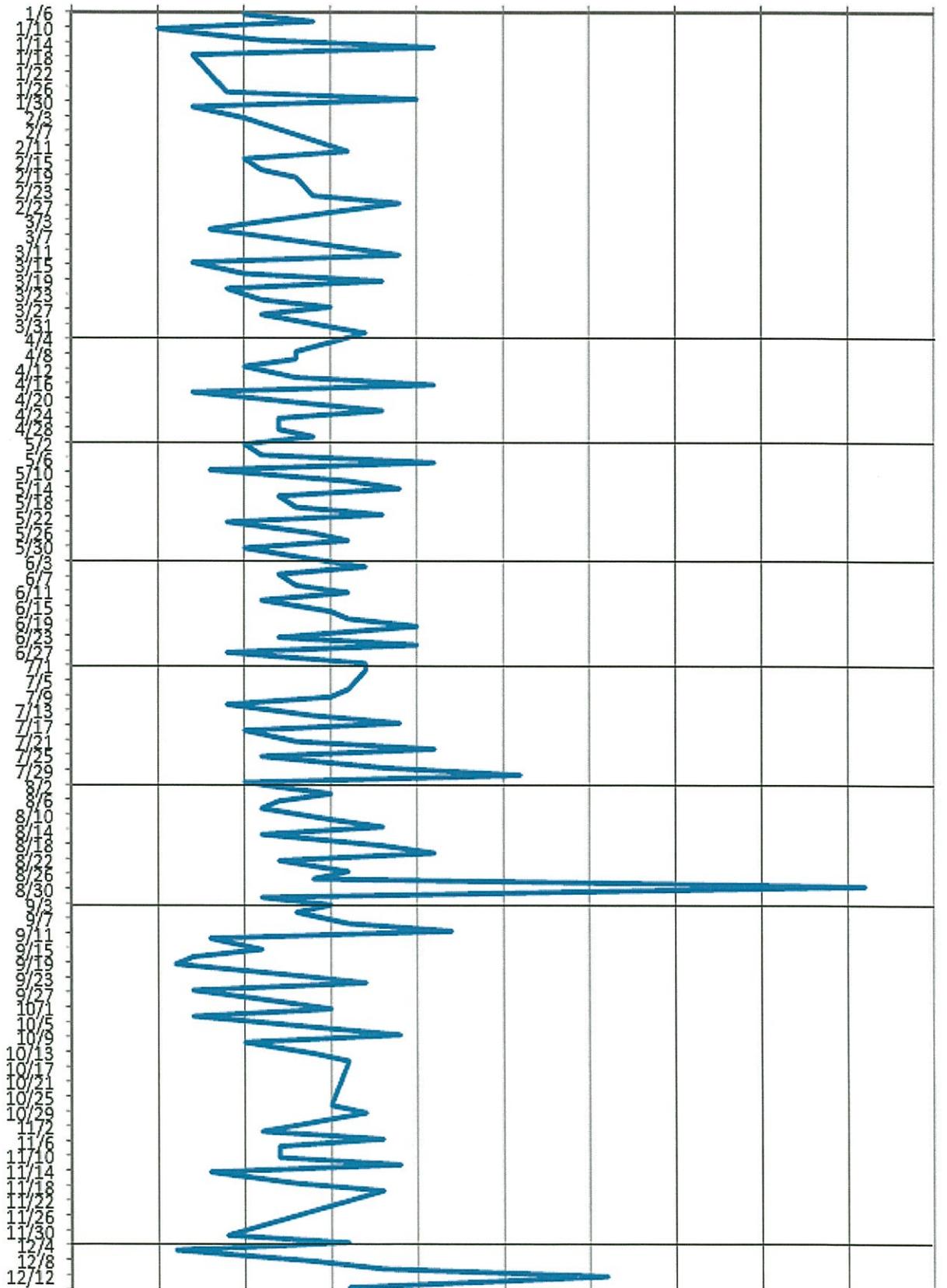


COME ON OUT AND
PLAY IN THE DIRT.
BMX

of Motos

0 5 10 15 20 25 30 35 40 45 50

Race Date



BRAND OPPORTUNITIES IN A FLASH

WHO.



YOU'VE GOT SOMETHING YOU NEED TO GET OUT THERE— THAT HOT NEW SHOE, THAT GENIUS PHONE OR MAYBE THAT PUNCH PACKING DRINK. WHAT YOU DON'T HAVE IS THE KIDS. THAT'S WHERE WE GET IN ON THE ACTION.

We're the **AMERICAN BICYCLE ASSOCIATION**, the global brand leader in the youth action sport of Bicycle Motocross. BUT GET THIS. BMX is more than little kids riding little bikes. BMX racing has grown up and grown up big time into a full medal Olympic sport.

- ★ 34-year history as the #1 BMX race sanction in the nation and world.
- ★ 60,000 brand loyal members ranging in age from 3-76.
- ★ 13 years is the average participant's age.
- ★ 79 percent of participants are ages 6-16.
- ★ percent of participants are male.
- ★ 33 percent of participants with a HHI of \$75,000+.
- ★ 3.2 spectators for every participant.
- ★ 34 years is the average spectator's age.
- ★ 62 percent of spectators are ages of 30-49.
- ★ 46.6 percent of spectators have a college degree.

WHAT.



FROM OUR PRESTIGIOUS NATIONAL RACE SERIES TO OUR LOCAL PROGRAMS AT NEARLY 250 RACE FACILITIES ACROSS THE USA, CANADA AND PUERTO RICO, THE ABA SANCTIONS MORE THAN 11,000 EVENTS EVERY YEAR.

The **ABA NATIONAL SERIES** is the most prestigious BMX race series in the world with more competition, more spectators and more exposure than any other BMX racing series.

- ★ national events in major markets.
- ★ 3 full days of competition with 4,000-20,000 in attendance.
- ★ 451,671 total series attendance.
- ★ 75 top professionals competing for \$500,000

The **ABA GOLD CUP SERIES** is the ultimate grassroots BMX series, known as the National Championships for novice, intermediate, and up and coming expert riders.

- ★ 60 regional Gold Cup qualifier races.
- ★ 3 regional championship events with 8,000-15,000 in attendance.
- ★ 67,000 total series attendance.

The **ABA STATE CHAMPIONSHIP SERIES** is the amateur series to determine state championship rankings for all of its amateur members.

- ★ state qualifying events with 300-1800 in attendance.
- ★ 43 state championship events with 900-3,000 in attendance.
- ★ 219,000 total series attendance.

The **ABA "RACE FOR LIFE" SERIES** was created in memory a young ABA racer named Todd Kingsbury who lost his battle with Leukemia. In the 30 years since, the ABA and its track operators, racers, and corporate sponsors have contributed over \$5,000,000 to The Leukemia and Lymphoma Society® through this series.

- ★ "Race for Life" events.
- ★ 72,329 total series attendance.

The **ABA LOCAL RACING PROGRAM** is where it all begins for BMX racers because while every elite BMX cyclist aspires to an Olympic finish, they most likely got their start as a kid racing on an ABA sanctioned racetrack in their community.

- ★ 11,569 events in major markets averaging 100 to 600 attendees.
- ★ Over 2,000,000 local participants and spectators annually.

Together with USA Cycling (USAC), the official governing body for all forms of competitive cycling in the United States as recognized by the United States Olympic Committee and the UCI (Union Cycliste Internationale), the ABA also organizes and promotes the UCI Continental Series, the USAC Junior Development Race Series, the North American UCI BMX Supercross World Cup, and—in Summer 2012—the US BMX Olympic Trials.

3,000,000 PARTICIPANTS AND SPECTATORS ANNUALLY!

BETHATRACK

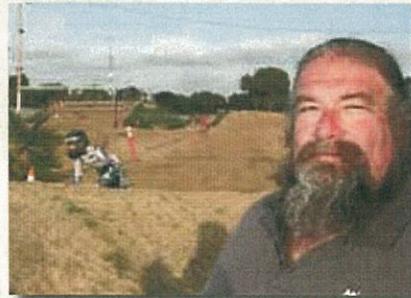
HOLDING DOWN KEARNY MOTO PARK

FORT KEARNY, KEARNEY CITY, KEARNEY STATION, KEARNEY JUNCTION, KEARNEY COUNTY, THE CITY OF KEARNEY, NEBRASKA AND, OF COURSE, KEARNY MOTO PARK! ALL NAMED FOR GENERAL STEPHEN WATTS KEARNY, FATHER OF THE U.S. CAVALRY AND COMMANDER OF THE ARMY OF THE WEST DURING THE MEXICAN-AMERICAN WAR, WHO WAS HAILED AS THE CONQUEROR OF CALIFORNIA.

Now meet Vince McCurdy, Track Operator of Kearny Moto Park, who has been leading a charge of his own—the BMX racing charge in San Diego—for more than 20 years now!

Founded in 1976 near what was once Camp Kearny, a U.S. military base from 1917 to 1946, Kearny Moto Park was in need of a new command when in 1992 McCurdy took the reins to reestablish a viable riding post for the local BMX natives. Whereas the track had been struggling to muster sufficient motos, Vince's Kearny Moto Park was topping 40 motos within two years.

McCurdy had been a dedicated BMX man from his youth. As a kid on the BMX frontier, he raced at early San Diego outposts like Las Palmas and Rancho BMX before college and a career steered him into another branch of service—fixing fire trucks.



Still, his duty to the BMX community led Vince and brother-in-arms, John Merkel, to establish a new track in 1988, Cactus Park. Although McCurdy would eventually go on to helm Kearny, leaving Merkel in charge of Cactus Park, the two would remain lifelong friends until John's passing in 2004.

Today, McCurdy operates both Kearny and Cactus and still draws some of the highest rider counts in the West. His isn't the biggest or necessarily the nicest track, although he knows how to get the job done: 1000 feet because anything else is a waste of good dirt and time; a simple layout that's fun for the riders and good for spectators; and the right atmosphere with a strong leader at the ready!

McCurdy also keeps the surface smooth and hard with a special dirt mixture developed as backfill for San Diego Gas & Electric that gives the track a Golden California hue. When he finds something that works he sticks with it, like the track layout itself that's been the same for years. A "u" in a "u" that goes like this—first straight with step-up and step-double into turn one, second straight with a triple and a double into turn

GENERAL VINCE MCCURDY

THE FORT

San Diego, CA

FORT MCCURDY

STORY BY RICHARD HUARD PHOTOS BY DAN MOONEY



ENLISTMENT



SCOUTING



two, third straight with the Kearny eight-pack into turn three, last straight with a roller, roller, step-up, step-down, and three rollers to the finish.

Sounds simple and it is. So simple that as a track, Kearny Moto Park has fostered the careers of countless top national riders—from Mike and Eddy King back in the day to Intense' junior phenom, Rusty Nesvig, and Haro's Nic Long today.

And holding the fort down all these years, one of the fathers of San Diego BMX—Vince McCurdy.



BE THAT TRACK.



CHARGE!

PAST STRAIGHT

AS WE CROSS THE FINISH LINE, glance back over a shoulder at what and who we've left behind and recall for just a moment the fun of the race.

by ABA Staff

SUPERSANDIEGANS!

For more than four decades now, SoCal has been considered the Mecca for all things BMX. After all, this is where the sport's roots first sprouted and still today BMX racing thrives here, with plenty of top tracks, tons of riders and much of the bicycle industry calling it home.

CHECK OUT THIS LIST OF SUPER SAN DIEGANS WHO HAVE PUT CA-02 ON THE BMX MAP:

But when you think SoCal BMX, do you think San Diego? Probably not. The SD area is a good two hours down I-5 from its mega-neighbor to the north. And while LA and Orange County can certainly claim much of BMX racing's illustrious past as well as its vibrant present, San Diego BMXers are proud to proclaim their CA-02 heritage. Most would just as soon have nothing to do with that big BMX beast to the north. And with nearly 365 days of sunshine and perfect weather for riding and racing, they don't have to.

San Diego pride, in fact, includes an impressive list of BMX manufacturers, tracks, bike shops and racers. The SD zone has been home to **JT Racing**, **NoFear** clothing, **Life's a Beach** clothing and **Harro Bicycles**... just to name just a few. And while it's also been home to legendary tracks such as the infamous **Rancho BMX Downhill** as well as multiple ABA Nationals—its long time breeding ground for SD superstars still remains **Kearny Moto Park**. Back in the day, **Wheels & Things** was one of the best known bike shops in the entire country—thanks to the most legendary San Diego BMXer of them all, **Eddy King**.

When considering the impact of the San Diego BMX scene, simply consider this—San Diego racers have racked up an incredible 30 National No.1 titles in the ABA.

30 Super San Diegans!!!

And you probably thought the Chandler, Arizona area had the most... didn't you?



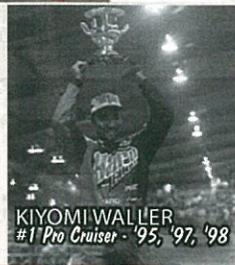
NIC LONG
#1 Amateur - '07, '08



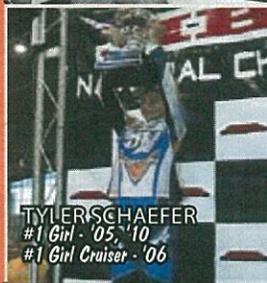
ASHLEY RCKLAU
#1 Girl - '94, '96, '97
#1 Girl Cruiser - '96, '98, '99



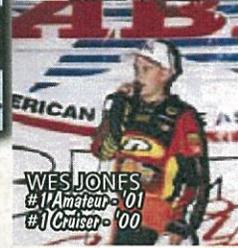
MIKE KING
#1 Amateur - '84, '87
#1 Pro - '88



KIYOMI WALLER
#1 Pro Cruiser - '95, '97, '98



TYLER SCHAEFER
#1 Girl - '05, '10
#1 Girl Cruiser - '06



WES JONES
#1 Amateur - '01
#1 Cruiser - '00



SHELBI LONG
#1 Girl - '06



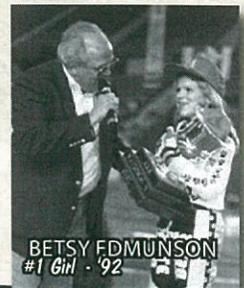
JAMIE LILLY
#1 Woman PRO - '00, '03



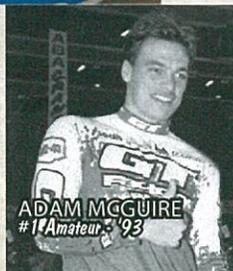
MATT ORTWEIN
#1 Amateur - 1996



DOUG DAVIS
#1 Amateur - '83



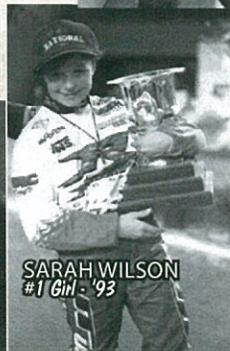
BETSY EDMUNSON
#1 Girl - '92



ADAM MCGUIRE
#1 Amateur - '93



KEVIN ROYAL
#1 Amateur - '94



SARAH WILSON
#1 Girl - '93

Business Plan

Escondido BMX



P.O Box 2062

Lakeside, CA 92040

(619) 990-1963

This business plan contains proprietary information that is not to be shared, copied, disclosed, or otherwise compromised without the consent of Escondido BMX

1.0 Executive Summary

1.1 DESCRIPTION OF BUSINESS

The purpose is to provide the youth of Escondido with healthy, structured recreation with a sanctioned national organization. The participants will ride on human powered bicycles, riding on a competitive basis. The track will also provide a snack shop that will cater to its clients and those of the surrounding area. The focus will be to provide local youth the opportunity to increase their physical abilities, raise their physical endurance and motivate them to participate in fundraisers for a nonprofit cause. The track will also attract participants from surrounding cities, counties and out of state. It will serve to increase the business revenues in Escondido and the surrounding areas and stimulate the economy for the local bike shops.

1.1.1 Nature of Services:

A BMX bike track serves only BMX human powered bicycles. No motor vehicles will be permitted on the track. The track will be available for practice times and actual racing time. The track use is not exclusive to youth but will include adult riders also. A concession stand will provide additional revenue to support the track. It will cater to both participants and spectators.

1.1.2 Unique features of Services:

Currently there is a lack of youth activities in Escondido where the youth only need rely on their own abilities. The closest BMX track is in Lakeside. BMX racing (Bicycle Motocross) has been one of America's fastest growing sports, and gained Olympic status by being added to the 2008 Olympic Summer Games in Beijing, China. It motivates, teaches self-discipline and reinforces self-esteem. People of all ages and abilities compete on BMX bikes on courses with up to seven others, sprinting for the finish while navigating over jumps and banked turns. This is a year round sport, running from January 1st to December 15th, depending on weather. BMX racing is very organized in the US and abroad. In fact there are more organized BMX races than any other of the "extreme sports" popularized by the mainstream media. That media exposure has grown tremendously in the last few years as BMX has come into its own as one of the premier emerging sports.

1.1.2.1 Need Assessment - Currently in is no BMX track with in 20 miles of Escondido.

1.1.2.2 Maintenance - Escondido BMX will manage the resources, supplies, and all services necessary to continue the physical operation of a BMX track. Escondido BMX focuses on providing a safe track that meets American Bicycle Association standards.

1.1.2.3 Accounting - Escondido BMX will provide necessary accounting services.

1.1.2.4 Client Relations – Escondido BMX will provide a website for participants to view race results and standings.

1.1.2.5 ABA Facts – Founded in 1977. The American Bicycle Association (USA BMX and BMX Canada) has 70,000 members and sanctions 14,000 + events annually. Currently the American Bicycle Association sanctions 383 locally operated BMX facilities. Average age of participants is 13. Average age of spectator is 34. The spectators outnumber participants 3 to 1. National events in 27 top markets. 75 top professionals compete for \$600,000 annually in prize money. ABA's diverse membership has grown consistently over the years showing the popularity of BMX racing as the sport for the 21st Century. The core age categories are 8 to 19, but growing segments in the older classes reflect BMX racing's maturity as alumni racers come back to the sport racing with their children.

1.2 STRATEGIC DIRECTION

1.2.1 Stage of Business:

Escondido BMX is a for-profit startup company dedicated to meeting recreational needs of the youth and young at heart in Escondido.

1.2.2 Long range direction:

The goal is to become a viable recreational source in Escondido and to build quality relationships with the biggest county resource...its youth.

Goals to be achieved by the end of 2012:

- 30% participation of County youth, ages 5 years to 75 years young
- Track will be self supporting with profits from the concession stand

1.3 MARKETING

1.3.1 Target Market:

The target market will be middle and high school youth, both male and female and their families. "Nobody rides the bench." (ABA's motto)

1.3.2 Benefits of Service to Escondido:

The county will benefit in increased revenue from consumers brought into the race track from both in and out of county. It will increase the business for the local bike shops, motels and restaurants.

1.3.3 Summary of advertising/pricing/fees:

1.3.3.1 Advertising - The following primary methods will be used:

- A press release PSA, which includes invitations to all county newspapers and local radio stations
- Ads in the Yellow pages, newspapers/periodicals
- An initial article submitted to the newspaper to acquaint the community with the excitement of BMX racing
- Company Brochure

- Flyers and promotions including demos at county public and private schools

1.3.3.2 Pricing – \$7 per rider on practice, \$15 per rider for sanctioned races and \$30 for sanctioned double point races. The concession stand will provide refreshment at a competitive price. Concession stand will be structured to return a profit in an expedient manner. The profit will be used for capital improvements.

1.4 MANAGEMENT

1.4.1 Structure: The BMX track will be operated by a non-profit volunteer association.

1.4.1 Backgrounds:

- Track Operator – Vince McCurdy
 - Over 20 years of track operating experience.
 - Currently running 2 successful BMX race tracks

1.4.2 Responsibilities:

- Track Operator - Onsite management and maintenance, Marketing, bookkeeping, records and business manager



Preliminary Construction Cost Breakdown

Track Construction		City	ABA
	Dirt	\$15,000.00	\$0.00
	Track Construction Labor	\$0.00	\$3,000.00
	Equipment Rental	\$4,000.00	\$0.00
	PA System	\$1,500.00	\$0.00
	Starting Gate	\$0.00	\$4,000.00
	Electrical Work	\$15,000.00	\$0.00
	Computer	\$0.00	\$1,000.00
	Printer	\$0.00	\$300.00
	Air Ram	\$0.00	\$1,200.00
	Cartessa AGC-3	\$0.00	\$800.00
	Light Kit	\$0.00	\$900.00
	Air Compressor	\$0.00	\$400.00
	Water Service	\$2,000.00	\$0.00
Accessory Structures			
	Registration/Concession Building	\$10,000.00	\$0.00
	Track Lighting	\$30,000.00	\$0.00
	Fencing	\$15,000.00	\$0.00
	Bleachers	\$16,000.00	\$0.00
Other			
	Announcing Tower	\$5,000.00	\$0.00
	Contingency	\$0.00	\$5,000.00
	Maintenance	\$0.00	\$8,000.00
	Lease	\$0.00	\$60,000.00
	Totals	\$113,500.00	\$84,600.00

**COMMUNITY SERVICES
COMMISSION**

Agenda Item No.: 2
Date: 12.09.13

TO: Community Services Commission
FROM: Amy Shipley, Assistant Director of Community Services
SUBJECT: Housing and Community Development Department Grant Funds

RECOMMENDATION: Receive and file

BACKGROUND:

The California Department of Housing and Community Development (HCD) is accepting applications for the Housing Related Parks (HRP) Program grant. The HRP Program was funded through Proposition 1C, the Housing and Emergency Shelter Trust Fund Act of 2006. The Program awards funds on a per-bedroom basis for each residential unit affordable to extremely-low, very low- and low-income households permitted during the designated Program year. Maximum funding is realized when park projects are developed in park-deficient, low-income neighborhoods. The Program provides funds for parks and recreation projects that benefit the community and add to the quality of life. Grant funds shall be used for the costs of park and recreation facility creation, development, or rehabilitation. Facilities must provide benefits to the community and includes, but is not limited to, places for organized team sports, outdoor recreation, and informal turf play; non-motorized recreational trails; permanent play structures; landscaping; community gardens; places for passive recreation; multipurpose structures designed to meet the special recreational, educational, vocational, and social needs of youth, senior citizens, and other population groups; recreation areas created by the redesign and retrofit of urban freeways; community swim centers; regional recreational trails; and infrastructure and other improvements that support these facilities.

Escondido has four parks, Washington Park, Grove Park, Grape Day Park, Mission Park, and two recreation facilities East Valley Community Center (EVCC) and Oak Hill Activity Center, that are in low-income neighborhoods. Because this grant can be used for renovations, staff will submit the application indicating four projects – rehabilitating the James Stone and Washington Park pools, Washington Park court resurfacing, and Washington Park softball field maintenance. Staff is also confirming if this grant could be used to improve/replace the EVCC monument and building signs.

The grant application is due in January 2014; awards will be announced by June 2014. At present, staff anticipates applying for approximately \$660,000 in grant funds with a potential of an additional \$250,000.

Respectfully submitted,

Amy Shipley