

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: DONTE WATSON, DIRECTOR, RECREATION AND PARKS
SUBJECT: APPROVING A CONCESSION LICENSE AGREEMENT
BETWEEN THE CITY OF SANTA ROSA AND PONY EXPRESS
EQUINE ASSISTED SKILLS FOR YOUTH

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Recreation and Parks Department that the Council, by resolution, approve a Concession License Agreement with The Pony Express Equine Assisted Skills for Youth, Santa Rosa, California, for a three-year term, for a total contract amount not to exceed \$360,000 to operate the Pony Ride concession at Howarth Park.

EXECUTIVE SUMMARY

Concession activities are an integral part of the overall operation of Howarth Park and attract thousands of visitors annually. The purpose of this Concession License Agreement (Agreement) with The Pony Express Equine Assisted Skills for Youth (Pony Express) is to provide pony rides for children during Park hours which will attract more visitors to the park and provide memorable experiences.

BACKGROUND

The pony ride concession at Howarth Park has been an integral attraction at the park for more than 35 years. Thousands of children visit the park each year to ride the ponies, enjoy birthday parties, or participate in special events and classes. Due to the challenges of large local fires that burned parts of their property, followed by the Covid-19 pandemic, Pony Express Equine Assisted Skills for Youth (Pony Express) was unable to provide services for several years. The Recreation and Parks Department is excited to have this well-loved attraction back in operation in Howarth Park for the 2025 summer season.

PRIOR CITY COUNCIL REVIEW

On April 11, 2023, the City Council, by Resolution RES-2023-062 approved a concession agreement between the City of Santa Rosa and Pony Express.

APPROVING A CONCESSION LICENSE AGREEMENT BETWEEN THE CITY OF
SANTA ROSA AND PONY EXPRESS EQUINE ASSISTED SKILLS FOR YOUTH
PAGE 2 OF 3

On April 17, 2018, the City Council, by Resolution RES-2018-058, approved a concession agreement between the City of Santa Rosa and Pony Express.

On February 5, 2013, the City Council, by Resolution 28233, approved a concession agreement between the City of Santa Rosa and Pony Express.

ANALYSIS

The pony ride concession, located in the Howarth Park pony corral, is open in conjunction with the City's Howarth Park amusement operations schedule, which includes weekends and some holidays, spring through fall, along with weekdays during the summer months. Pony Express has provided quality services for the City for many years.

The Recreation and Parks Department anticipates that the reopening of this popular attraction will increase overall visitors to the Park and revenue from the concessions.

FISCAL IMPACT

The Pony Express concession is a net positive revenue generating program for Howarth Park Operations.

The services of this Concession Agreement are projected to generate up to a total of \$390,000 in revenue (\$130,000 annually) while the total cost of this contract is not to exceed \$360,000. Staff intend to manage the budget and the contract with a targeted expenditure of \$130,000 annually over the three-year term.

ENVIRONMENTAL IMPACT

The Council finds that pursuant to CEQA Guidelines Section 15378, the proposed action is not a "project" subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the proposed action is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the project may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

APPROVING A CONCESSION LICENSE AGREEMENT BETWEEN THE CITY OF
SANTA ROSA AND PONY EXPRESS EQUINE ASSISTED SKILLS FOR YOUTH
PAGE 3 OF 3

ATTACHMENTS

- Resolution/Exhibit A - Concession License Agreement

PRESENTER

Jeff Tibbetts, Recreation Deputy Director