

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JEFF TIBBETTS, DEPUTY DIRECTOR
RECREATION DIVISION
SUBJECT: APPROVING A GENERAL SERVICES/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 Division that the Council, by resolution, approve a General Services/Concession License Agreement with The Pony Express Equine Assisted Skills for Youth, Santa Rosa, CA, for a two year term, with three additional one-year extensions, for a total contract amount not to exceed \$500,000 to operate the Pony Ride Concession at Howarth Park.

EXECUTIVE SUMMARY

This item recommends the City Council of a two-year term General Services/Concession License Agreement, April 15, 2023 through April 15, 2025, with up to three additional one-year extensions, to re-establish a pony ride concession in Howarth Park for the first time since operations shut down due to COVID-19 in March, 2020.

BACKGROUND

The pony ride concession has been an integral part of the attractions at Howarth Park for more than 50 years. Thousands of children each year visit the park to ride the ponies, have birthday parties and/or participate in special events and classes.

PRIOR CITY COUNCIL REVIEW

On April 17, 2018, the City Council by Resolution No. RES-2018-058, approved a concession agreement between the City of Santa Rosa and Pony Express Equine Assisted Skills for Youth (Pony Express) authorizing the Mayor to execute the Concession Agreement.

ANALYSIS

APPROVAL OF CONCESSION AGREEMENT WITH PONY EXPRESS

PAGE 2 OF 2

The pony ride concession, located in the Howarth Park pony corral, is open in conjuncture with the City's Howarth Park amusement operations schedule which includes weekends and some holidays Spring through Fall, and additionally, Monday through Thursday during the Summer.

Concession Agreements are required to be adopted by the City Council through a Resolution.

FISCAL IMPACT

Approval of this action is a neutral fiscal impact on the General Fund as this service was included in the FY 22-23 Adopted Budget. 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 \$595,000 in revenue (\$119,000 annually) while the total cost of this contract is not to exceed \$500,000. Staff intends to manage the budget and the contract with a targeted expenditure of \$100,000 annually over the five year term.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A-CONCESSION AGREEMENT with Pony Express Equine Assisted Skills for Youth

PRESENTER

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