

**COUNTY OF SONOMA  
AGENDA ITEM  
SUMMARY REPORT**

**Clerk of the Board Use Only**  
**Meeting Date**                      **Held Until**  
 \_\_\_/\_\_\_/\_\_\_                              \_\_\_/\_\_\_/\_\_\_  
**Agenda Item No:**                      **Agenda Item No:**  
 \_\_\_\_\_

Department: Regional Parks

( ) 4/5 Vote Required

Contact:  
Bert Whitaker

Phone:  
(707) 565- 3064

Board Date:  
09-01-09

Deadline for Board Action:

**AGENDA SHORT TITLE:**

Concession Operation at Schopflin Fields

**REQUESTED BOARD ACTION:**

- Approve the 3-year license agreement with Santa Rosa United for the concession operation at Tom Schopflin Fields.
  
- Authorize the Director of Regional Parks to approve minor amendments to the Agreement.

**CURRENT FISCAL YEAR FINANCIAL IMPACT**

**EXPENDITURES**

**ADD'L FUNDS REQUIRING BOARD APPROVAL**

**Estimated Cost**                      \$

**Contingencies**                      \$  
(Fund Name:                      )

**Amount Budgeted**                      \$

**Unanticipated Revenue**                      \$  
(Source:                      )

**Other Avail Approp**                      \$  
(Explain below)

**Other Transfer(s)**                      \$  
(Source:                      )

**Additional Requested:**                      \$

**Add'l Funds Requested:**                      \$

**Explanation (if required):**

**Prior Board Action(s):**

**Alternatives - Results of Non-Approval:**

Issue a new RFP for Schopflin Field concession operators.

**BACKGROUND:** (On File with the Clerk: Santa Rosa United License Agreement 5 copies)

**Discussion**

Tom Schopflin Fields consists of 21 acres of rural land just north of Santa Rosa. The property, operated by Regional Parks, was purchased by the Sonoma County Agricultural Preservation and Open Space District and is dedicated to the County's late administrative officer, Tom Schopflin.

Schopflin Fields provides a place for kids and adults to enjoy outdoor recreation. Sonoma Soccer Complex, Inc. is a non-profit organization that entered into a grounds lease agreement June 10, 2006 with the County for the construction, operation and maintenance of two all-weather soccer fields. These fields were named for Henry Trione, as the Trione Family Foundation donated \$1,000,000 for their construction. The Trione Fields was dedicated in October 2007 and serves as the home facility for Santa Rosa United soccer organization.

In July 2009, Regional Parks Department issued a Request for Proposals (RFP) for the Tom Schopflin/Trione Fields concession operation. This RFP was distributed directly to five organizations that expressed interest in this opportunity and advertised as a Public Notice in the Press Democrat. There was only one proposal received. The proposal Regional Parks recommends for selection was submitted by Santa Rosa United (SRU), a 501(c) (3) youth educational organization.

In evaluating potential concessionaires for park facilities, the department considers the concessionaire's ability to provide quality services, be fiscally solvent, protect the resources, and possess the willingness to pay a competitive franchise fee. SRU's proposal met all criteria including fees paid to the county based on percentage of sales and a commitment to invest in expanding the equipment and menu during the term of the contract. The organization is the single largest user of the fields and has experience operating snack bars. SRU will develop a financially self-supporting snack bar which will serve healthy food and drink to the users of Schopflin Fields, their families, and spectators. Many of the SRU Board members have been involved in operating snack bars at local high school stadiums, and will oversee the management of the Schopflin concession. The organization is also committed to use revenues from the concession to provide qualified players with financial assistance and to maintain and enhance Trione Fields.

Regional Parks Department proposes to enter a 3-year license agreement with Santa Rosa United for the concession operation and requests that the Director be authorized to approve minor amendments to the Agreement and do not significantly change the scope of work or significantly lengthen time schedules in a form approved by County Counsel.

**Recommendation:**

- Approve the 3-year license agreement with Santa Rosa United for the concession operation at Tom Schopflin Fields.
- Authorize the Director of Regional Parks to approve minor amendments to the Agreement.

**Attachments:**

**On File With Clerk:** Santa Rosa United License Agreement (5 copies)

**CLERK OF THE BOARD USE ONLY**

**Board Action** (If other than "Requested")

**Vote:**