

City of Los Alamitos

Agenda Report Consent Calendar

October 5, 2009
Item No: 8D

To: Mayor Troy Edgar and Members of the City Council
Via: Jeffrey L. Stewart, City Manager
From: Angie Avery, Director of Recreation and Community Services
Subject: Race on the Base Management Contract

Summary: This agenda item is a contract for management of Race on the Base.

Recommendation: Authorize the City Manager to execute a two-year contract in an amount not to exceed \$25,000 annually with Make-U-Fit Productions/Renegade Racing for professional race management services for the Race on the Base.

Background

The Race on the Base is the City's largest special event. Held each February, the event draws thousands of people to Los Alamitos and the Joint Forces Training Base. For the past two years, the Recreation and Community Services Department successfully conducted the race with the assistance of a professional race management company. The result of the partnership last year was a net profit of \$78,671, the largest net profit in the 28-year history of the event. This company, Make-U-Fit Productions/Renegade Racing, provided specific race expertise and assisted the department with event marketing, timing, aid stations, event set-up and volunteer coordination. The company also donated the use of race equipment for the day such as start and finish line apparatus to ensure a more professional look to the race.

For the upcoming 2010 Race on the Base, the following events will be included: 5K Run, 5K Walk, 10K Run, 10K Skate, 10K Wheelchair Race, 1K Kids Race, and the Reverse Triathlon.

This agenda item seeks approval to enter into a two-year agreement with Make-U-Fit/Renegade Racing, a professional race management company.

Discussion

In order to find a reputable firm to provide professional race management expertise, staff researched race firms prior to the 2008 race. Staff felt professional race management expertise was needed as the key to a successful event is the number of participants who

actually register and pay the entry fee, as compared with sponsorship dollars raised. Staff needed a firm with contacts in the racing community to ensure the success of the event in 2008 after a one-year hiatus.

Make-U-Fit Productions/Renegade Racing was instrumental in the event breaking even in 2008 and expanding the events to include the very profitable reverse triathlon in 2009. From 2008 to 2009, the participant numbers jumped from 1,970 to above 3,000, resulting in the largest net profit to date for Race on the Base of \$78,671.

In 2008, Make-U-Fit Productions/Renegade Racing was selected after researching race management companies. This firm was selected due to the following factors:

- Willingness to share access to their extensive runner database with the City. (Over 20,000 email addresses)
- Willingness to attend numerous event-planning meetings with staff and with the personnel at the Joint Forces Training Base.
- Overall knowledge of the running scene in Southern California as well as knowledge of best management practices in the conduct of community 5K and 10K road races.
- Willingness to share their race equipment with the City.

In preparation for the 2010 race, staff again researched race management companies. Staff contacted seven firms with the following results:

Race Management Company	Bid Price to Conduct Race on the Base
Make-U-Fit Productions/Renegade Racing	Base rate of \$10,500, not to exceed \$25,000 for participation incentives.
International City Racing	No base rate, total not to exceed \$38,000, plus 20% commission on sponsorships, vendors booths and goodie bag sales.
Kinane Events	Unavailable due to conflicting event
MTZ Productions	Currently not accepting new events
Pacific Sports LLC	Unavailable due to conflicting event
Spectrum Sports	Unavailable due to conflicting event
Try Us Events	No response

Staff is requesting that the City Council approve the contract for race management services with Make-U-Fit Productions/Renegade Racing for a two-year period. Staff feels their experience with the race in the previous two years gives the firm a clear understanding of the participation goals of the race and a stake in its success. In addition, the firm allows the City of Los Alamitos the use of equipment such as bike racks, covered fencing, and a truss for the start/finish line at no charge.

Fiscal Impact

The proposal from Make-U-Fit Productions/Renegade Racing to advise and conduct the Race on the Base in 2010 and 2011 is a base contract amount of \$10,500. In addition, a

participation incentive fee based on the actual number of participants in the Reverse Triathlon event is proposed. Using the following scale, the fee is not to exceed an additional \$13,440, based on 1,050 athletes registered in the event. If the Reverse Triathlon has only 650 entries, for example, the fee to the firm would be \$3,328.

Reverse Triathlon Participant Scale				
# of Entries	% City	% MUFP	Total	MUFP Total
400	100%	0%	25,600	
401	92%	8%	25,664	2,053
650	92%	8%	41,600	3,328
651	84%	16%	41,664	6,666
950	84%	16%	60,800	9,728
951	80%	20%	60,864	12,173
1050	80%	20%	67,200	13,440

Resources to hire a race management company are budgeted in account 10.557.2765.

Submitted By:

Approved By:

 Angie Avery
 Director of Recreation and Community Services

 Jeffrey L. Stewart
 City Manager

Reviewed By:

 Nita McKay
 Assistant City Manager

Attachment: 1) Contract with Make-U-Fit Productions/Renegade Racing