



**COMMUNITY SERVICES  
COMMISSION**

**NOVEMBER 13, 2013  
6:30 P.M. MEETING**

**Special Meeting  
Agenda**

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

**CALL TO ORDER**

**FLAG SALUTE**

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

**APPROVAL OF MINUTES** for July 25, 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**

**Summer Program Recap (Joel Agg, Recreation)**

**CURRENT BUSINESS**

- 1. Park Improvement Projects Update – Discussion  
(Loretta McKinney/Amy Shipley, Community Services)**

**NEW BUSINESS**

- 2. BMX PROPOSAL - Discussion/Possible Action  
(Loretta McKinney, Community Services)**
- 3. RENAMING OF SAND LAKE PROPOSAL – Discussion/Possible Action  
(Loretta McKinney, Community Services)**

4. **JAMES STONE POOL AUDIT – Discussion/Possible Action**  
(Amy Shipley, Community Services)
5. **KIT CARSON PARK ADULT SOFTBALL COMPLEX CONCESSION- Discussion**  
(Amy Shipley, Community Services)
6. **RECREATION UPDATE**  
(Amy Shipley, Community Services)
7. **OLDER ADULT SERVICES UPDATE**  
(Karen Williams, Older Adult 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 MEMBERS COMMENTS**

#### **ADJOURNMENT**

The date of the next meeting will be **Thursday, January 25, 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.*

## COMMUNITY SERVICES COMMISSION

Agenda Item No.: 2  
Date: October 24, 2013

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

### Recommendation

Review the attached Proposal and Business Plan and discuss alternative options to build and operate a BMX track in Escondido. Make a recommendation to the Mayor and City Council to consider the most appropriate park location for a BMX Track; amend the selected park's master plan; and initiate a Request for Proposal (RFP) process to obtain additional proposals.

### 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 in Gilbert, Arizona. Also attached is a Business Plan from "Escondido BMX," located in Lakeside, California, which includes a Preliminary Construction Cost Breakdown.

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. The proposal was submitted at the request of Mr. Vince McCurdy who submitted the Business Plan.

The attached Business Plan for "Escondido BMX" proposes that the cost to build the track be shared by the City of Escondido and the American Bicycle Association. Mr. Vince McCurdy would be the Track Operator. The purpose of the track is to provide an opportunity for Escondido and other San Diego County residents to participate in BMX competitions.

According to the Business Plan, it is anticipated that the City's local business 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 American Bicycle 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.

Currently, none of the Escondido park master plans include a BMX track; nor does the City's General Plan. Although there is space for a BMX track at Kit Carson Park, there are a number of different activities already located in that Park. However, in the northern section of Escondido, at Jesmond Dene Park, organized activities are limited to Little League ball fields only. Like Kit Carson Park, Jesmond Dene is conveniently located off the I-15 and has space for a BMX track. Placing a track in either park would require amending the park's master plans and would require some environmental review.

#### Staff Recommendation

Explore appropriate locations for a BMX track in Escondido and obtain proposals from other organizations/businesses that might be willing to cover the entire cost of construction, maintenance, and operation of a BMX track. Additional considerations would be working with the Real Property department to develop and implement a lease agreement with specific terms in order for the City to realize revenues and to investigate the potential positive indirect economic impact for Escondido.

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.

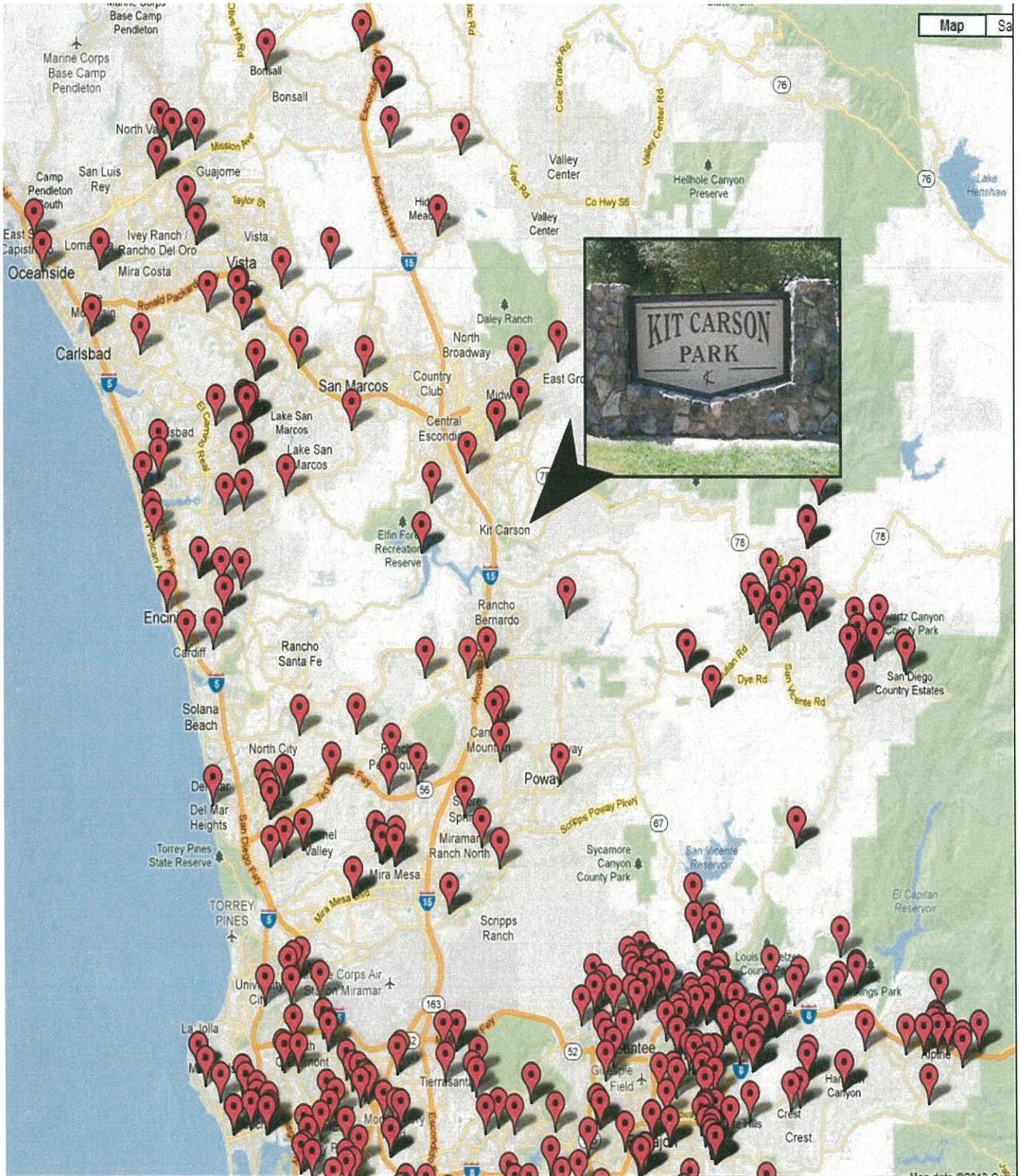
I have included information for you to review and ask that you consider making a small investment to make BMX part of the programming for the City of Escondido. Vince and his team will handle all of the day-to-day operations and provide years of programming and activity for the city.

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

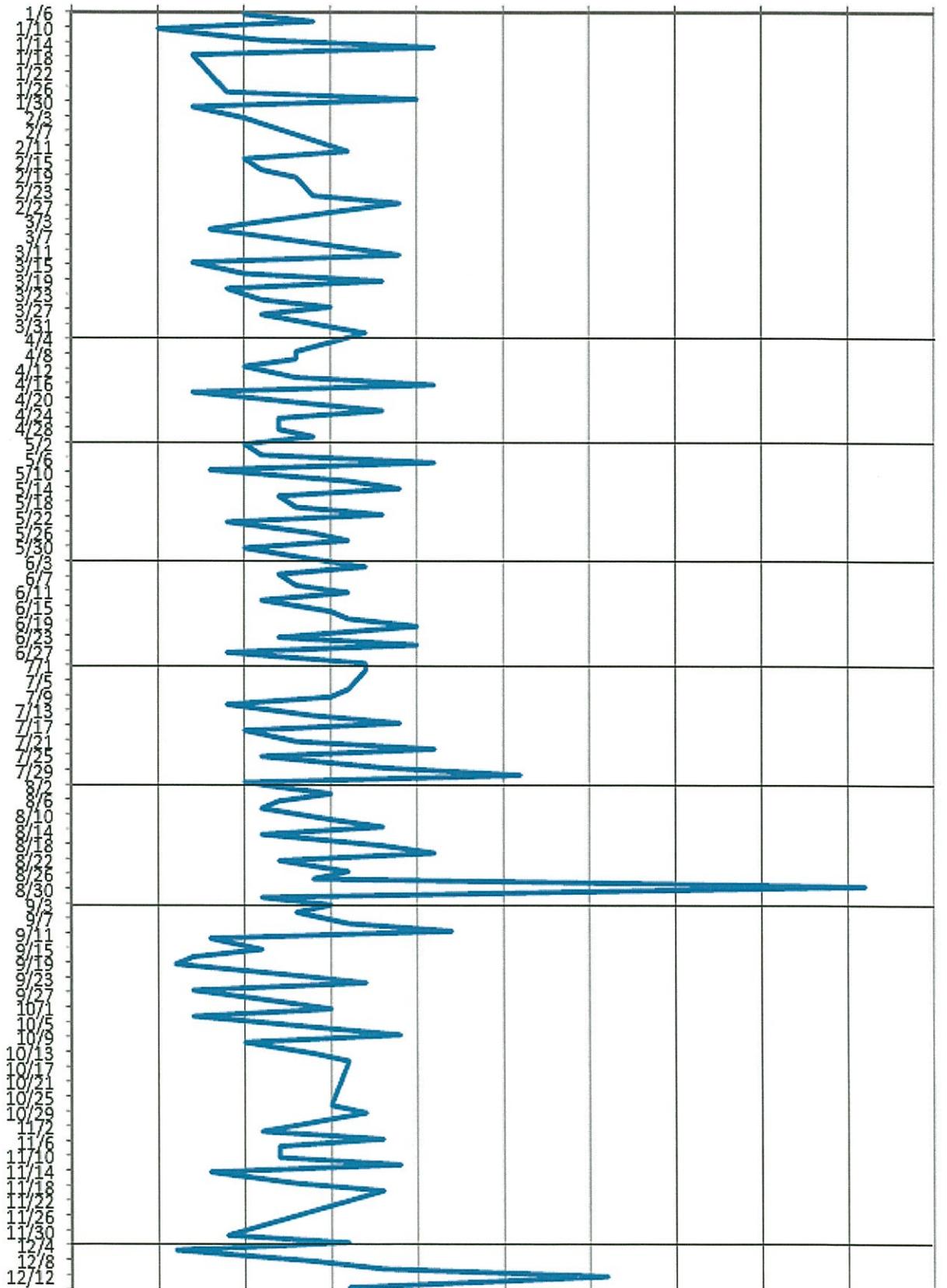


COME ON OUT AND  
**BMX**  
PLAY IN THE DIRT.

# 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

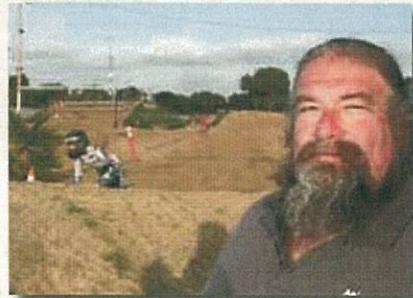
# HOLDING DOWN KEARNY MOTO PARK

**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**.

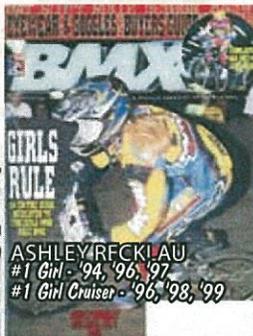
When considering the impact of the San Diego BMX scene, simply consider this—San Diego racers have racked up an incredible 30 National No.1 titles in the ABA.

## 30 Super San Diegans!!!

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



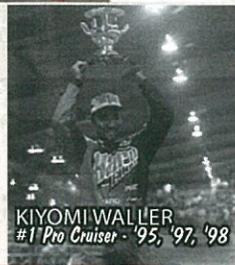
NIC LONG  
#1 Amateur - '07, '08



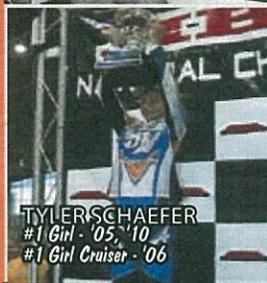
ASHLEY RECKLAU  
#1 Girl - '94, '96, '97  
#1 Girl Cruiser - '96, '98, '99



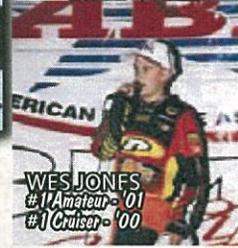
MIKE KING  
#1 Amateur - '84, '87  
#1 Pro - '88



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



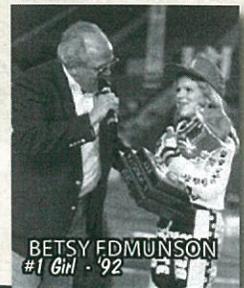
JAMIE LILLY  
#1 Woman PRO - '00, '03



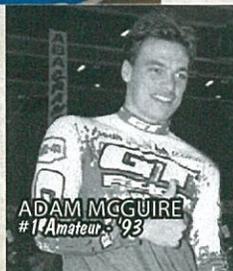
MATT ORTWEIN  
#1 Amateur - 1996



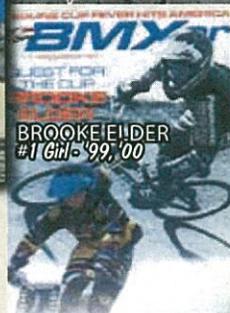
DOUG DAVIS  
#1 Amateur - '83



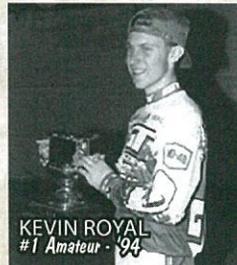
BETSY EDMUNSON  
#1 Girl - '92



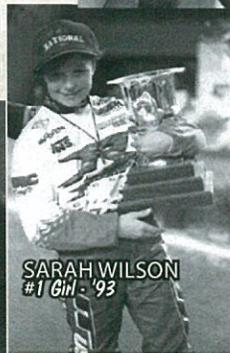
ADAM MCGUIRE  
#1 Amateur - '93



BROOKE EIDER  
#1 Girl - '99, '00



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 1<sup>st</sup> to December 15<sup>th</sup>, 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 21<sup>st</sup> 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
<b>Accessory Structures</b>			
	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
<b>Other</b>			
	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
	<b>Totals</b>	<b>\$113,500.00</b>	<b>\$84,600.00</b>