



CITY OF NOVATO

# *Fields Needs Assessment Study*

Final Report - March 3, 2016

Prepared By The Sports Management Group

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Final Report

Prepared For

The City of Novato

By

The Sports Management Group

2607 7th Street, Suite B

Berkeley, California 94710

510.849.3090 | [www.sportsmgmt.com](http://www.sportsmgmt.com)

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# 1. Executive Summary

Providing quality community facilities and a sufficient inventory of facilities to serve the community are strategic objectives of the Parks, Recreation and Community Services Department. To meet this objective, the City has effectively sought partnerships to leverage limited resources to provide a community benefit. The City currently partners with the Novato Unified School District and the College of Marin for field use. However, providing a sufficient inventory of well-maintained sports fields to serve the demand for youth and adult sports remains a challenge for the City and its partners.

The City has received an application for construction of a sports complex that could address the deficiencies in sport fields and provide improved community service to residents of Novato. Marin Sports Academy, LLC (MSA) is proposing to develop, build, and operate a state-of-the-art youth and adult sports and recreational complex, known as Hamilton Fields Sport Park. To assess the potential recreational benefits to the City from such a development, it is essential to understand the current demand, supply, and conditions that impact access to sports fields in Novato.

The City has a significant shortage of sports fields to adequately serve the residents of Novato. To maximize the limited field inventory to serve as many City of Novato teams as possible, teams must share practice time with other teams, shorten practice and game schedules, or not have practice time during the game season. There is little or no flexibility to reschedule cancelled games, provide adult soccer, lacrosse, football leagues practice or game slots, or support the growth of new sports.

This study inventoried existing fields and measured current demand based on timeslots needed for practice and games to serve that demand. *Demographic Analysis, Trends Analysis, and Interviews* with user groups and organizations was conducted to project likely future demand. A Gap Analysis, the difference between the demand and the supply, indicates that to meet the desired level of field use and the current demand for growth, an additional 177 timeslots per week for ball sports and an additional 272 timeslots per week for field sports are needed. Although the required timeslots varies by field depending on a number of factors (natural or synthetic turf, lighted or unlighted, etc.), estimates indicate a need for 6 to 8 ball fields and 10 to 12 multi-use fields, based on the existing inventory of natural turf and unlighted fields.

The proposal from the Marin Sports Academy, to develop, operate, and maintain the Hamilton Fields Sports Park has the potential to address a significant community need and provide significant community recreational benefits. These include:

**1. Providing year-round sport fields**

- Local priority field use during the week for practice and game play on quality fields
- Enhanced sport play experience
- Opportunity to spectate and participate in competitive tournament play in own city

**2. Developing an additional community park with amenities based on community input**

- City adds to parkland inventory
- Park planning and construction costs provided by the developer
- Maintenance costs provided by the developer
- Operated by the City

The City of Novato has an opportunity to address its sport fields deficiency in partnership with a private vendor. Private-public partnerships have reported successful relationships by the cities interviewed during the study.

## Facility Profiles

The Sports Management Group interviewed and profiled eight multiplex sport field complexes in California to gain insight into the considerations, challenges and opportunities these facilities present to a community. The facilities were each developed to provide community benefit by addressing the local need for sport fields. Each of the profiled facilities also serves the tournament league niche on weekends with the added benefit of enhanced cost recovery and operating sustainability through market rate fees and tourism.

These facility operators serve as community program providers with weekday field use reserved primarily for local teams. Weekend use is primarily allocated to the profitable tournament events that serve both local and regional needs. Based on interviews, the typical issues of field lighting, amplified noise and parking are constantly monitored by the operators and are adequately addressed. Operators report that community concerns regarding safety and security issues have not been realized. Informal community use is encouraged and occurs weekdays between the hours of 8am and 3pm.

## 2. Introduction

The City of Novato, located in northern Marin County, has a population of nearly 53,000 and a land area of 28 square miles. With over 3,600 acres of open space and 27 city parks, Novato provides residents a wide range of outdoor activities in a setting of natural beauty. The low population density and vast open space contribute to Novato's rural, small-town feel. Award-winning schools and close proximity to San Francisco make Novato an attractive place to live for families and older adults. The City takes pride in providing services that contribute to an outstanding quality of life for its residents.



Providing quality community facilities and a sufficient inventory of facilities to serve the community are strategic objectives of the City. To meet this objective, the City has effectively sought partnerships to leverage limited resources to provide a

community benefit. The City currently partners with the Novato Unified School District and the College of Marin for field use. However, providing a sufficient inventory of well-maintained sports fields to serve the demand for youth and adult sports remains a challenge for the City and its partners.

The City has received an application for construction of a sports complex that could address the deficiencies in sport fields and address a community need though increased access to fields for the residents of Novato. The Marin Sports Academy, LLC (MSA) is proposing to enter into an agreement to develop, build, and operate a state-of-the-art youth and adult sports and recreational complex, known as Hamilton Fields Sports Park. To assess the potential recreational benefits to the City from such a development, it is essential to understand the current demand, supply, and conditions that impact access to sports fields in Novato.

To quantify the supply and demand for sports fields, the City of Novato retained The Sports Management Group to conduct a Sports Fields Needs Assessment Study. This study inventoried sports fields, measured utilization, assessed demand, and identified existing oversupply or deficiency of fields to meet that demand. The study identified the number and type of fields required to serve the deficiency, where deficiencies were found. Lastly, the study examines the proposed Hamilton Fields project and assesses the capacity and field availability of the proposed project to address the deficiencies in the number and types of fields. This document reports the study findings.

## Methodology

The field inventory and existing field conditions is based on observations, information reported by the City of Novato, Novato Unified School District (NUSD) and interviews with team sport organizations. The Sports Management Group analyzed community demographics, using historical and current population data, and analyzed demographic trends to the year 2020. Local, regional and national trends in sports and recreation were analyzed and applied to projections of future demand.

The analysis of the Hamilton Fields project is based upon interviews with the developer, information reported by the City of Novato, review of documents, and plans and other material provided by the developer.

## Benefit of Sports

When assessing the provision of sports fields for the City of Novato, it is useful to consider the underlying reasons for any city to provide community sports.

Studies show that physical activity early in life promotes a lifetime of active living. In 2010, the Centers for Disease Control reported a positive correlation between students who participated in high levels of physical activity and improved academic achievement, decreased risk of heart disease and diabetes, improved weight control, and decreased psychological dysfunction.<sup>1</sup>

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<sup>1</sup> Let's Move. "Solving the Problem of Childhood Obesity Within A Generation: Report to the President." White House Task Force on Childhood Obesity." May 2010.  
[http://www.letsmove.gov/sites/letsmove.gov/files/TFCO\\_Increasing\\_Physical\\_Activity.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/TFCO_Increasing_Physical_Activity.pdf)

Benefits of sports to a community include three key areas:<sup>2</sup>

### Life skills

- Improved self-confidence
- Improved body image
- Personal health and wellbeing
- Development of gross motor skills
- Creating and managing a social network

### Family and Social benefits

- Close friendships
- Strong family relationships
- Improving self-worth

### Community Benefits:

- Creating and maintaining a safe community
- Presenting an opportunity for community relationships
- Providing an inclusive community
- Encouraging healthy lifestyles
- Deterring youth from engaging in risky behaviors

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<sup>2</sup> Ibid.

“Sport trains young people to become independent, self controlled, resolute, responsible, and communal in their outlook.”

(Papp and Prisztoka, 1995: 375)

### 3. Field Inventory



The Sports Management Group inventoried sport fields that are managed by the City and School District, reporting the number, field type, and the existing conditions of the fields. The inventory and rating of field conditions are reported in this chapter. It is important to note that factors impact the availability and use of the fields. These are discussed in the chapter titled Current Use.



The City develops multipurpose fields as a strategy to maximize field utilization and to serve a variety of sports. The typical design of multipurpose fields accommodates sports with similar requirements, i.e. field

sports such as soccer, lacrosse, and football and ball fields for softball and baseball. With the current high demand for sports in Novato, multipurpose fields are used by all sports. Teams play on fields not intended for their primary use and lack the features that are desired, such as fencing. The higher-level competitive teams report the fields to be more like “recreation” fields in contrast to high

quality sports fields. Another factor that impacts the field inventory is neighborhood issues. As sports fields were developed within existing parks, the lack of amenities to support their use has led to concerns with neighbors. These include inadequate parking with cars parked in the neighborhood, lack of field fencing, poor field conditions, and inadequate field sizes.

#### Field Inventory

For this inventory, “multipurpose” is used to describe fields used for multiple activities, such as soccer, lacrosse, football, and ball play. Many of the multipurpose fields provide a baseball backstop(s) with a field overlay. These fields can be used for softball/baseball or soccer/football/lacrosse. If both uses cannot be conducted simultaneously, the field is classified as a single multipurpose field. Softball/baseball fields not solely dedicated to that use are classified as multipurpose fields.

#### Condition Ratings

City and NUSD representatives rated the conditions of the fields using the criteria listed below:

**Good (G):** Field is in good condition with few bare spots or weeds. Backstops are in good condition. Field is irrigated and on-going maintenance is evident.



**Adequate (A):** Field shows uneven surface or ruts, stones, with bare spots and/or weeds. Backstops are in fair condition. Field is irrigated and on-going maintenance is evident.

**Fair (F):** Field needs improvement. Field surface contains numerous ruts, rocks, and gopher holes. Field is minimally irrigated. Backstops may be too small and/or in need of improvement. Fields may have drainage problems, uneven surfaces, or slopes in one direction.

**Poor (P):** Field contains numerous ruts, rocks, weeds, and/or gopher holes. Field is minimally (or not) irrigated. Backstops are too small and in poor condition. Fields may have severe drainage problems, uneven surfaces, and slopes. Renovation is needed.

All groups expressed concern regarding grass field maintenance (gopher holes, bare spots, drought conditions, and intense overuse). The wear and tear on the grass fields is a factor affecting availability. For instance, the City closed the Hill Recreation Area Fields for its annual reseeding/renovation for one month in the spring. With the drought restrictions, the annual reseeding program was not implemented this year. The School District recently allocated funds to provide complete field maintenance to Sinaloa and San Jose football upper fields. The fields will have grass replaced with new sod and some crown and irrigation work. These fields will be closed from summer through winter of 2015. The immediate impact is that San Marin Youth Football Club will have to adjust their anticipated use of the fields.

### **CITY OF NOVATO FIELD INVENTORY**

The City owns ten (10) unlighted grass fields and administers two (2) lighted grass fields at the Indian Valley Campus of the College of Marin (IVC). Figure 3.1 reports the inventory of City fields.

According to the Indian Valley Campus of College of Marin Draft EIR (Table 1, page III-1), the use of the fields are restricted to:

College use Monday-Friday 8am – 3pm.

All other times: Community use of fields. No activities scheduled past 10pm on weekdays for 8 months. Lighting of fields is proposed to allow weekday evening use only.

Weekend field use does not allow the use of lights.

Saturday: 9am-4pm

Sunday: Noon-4pm

### **NOVATO UNIFIED SCHOOL DISTRICT FIELD INVENTORY**

The Novato Unified School District (NUSD) schedules fields for community use after school operating hours and is the primary field provider, as indicated by the number of fields (24) in their inventory. This total includes two unlit synthetic turf fields, one at each High School. The only lighted field is one softball field at San Marin High School. Figure 3.1 summarizes the inventory of NUSD fields.

Figure 3.1 - City Field Inventory

	FIELD TYPE					Total	EXISTING CONDITIONS		
	Youth Softball	Youth Multipurpose*	Baseball	Softball	Multipurpose*		Surface Material	Lights	Condition
<b>CITY FIELDS</b>									
1. South Hamilton Park		1	1			2	grass	no	adequate
2. Hill Recreation Area Fields		2			1	3	grass	no	fair
3. Marion Recreation Area	1	1				2	grass	no	fair
4. Downtown Recreation Center Pocket Park		1				1	synthetic	no	adequate
<b>CITY ADMINISTERED FIELDS</b>									
4. College of Marin - Indian Valley		1			1	2	grass	yes	adequate
5. Babe Silva Little League Field			1			1	grass	no	adequate
6. Hamann Little League Field			1			1	grass	no	adequate
7. Slade Park		1				1	grass	no	fair
<b>TOTAL</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>13</b>			

\*Indicates field used for multiple sports, such as soccer, lacrosse, football, and ball play. Many of the multipurpose fields also provide baseball backstops and can be used either for a multiuse sport or for ball sports, but not both simultaneously. Softball/baseball fields not solely dedicated to that use are considered multipurpose fields.

Figure 3.2 - School District Field Inventory

	FIELD TYPE					EXISTING CONDITIONS		
	Youth Softball	Youth Multipurpose*	Baseball	Softball	Multipurpose*	Surface Material	Lights	Condition
<b>K-8 SCHOOL FIELDS</b>		<b>1</b>						
8. Hamilton Elementary		1				grass	no	fair
<b>ELEMENTARY SCHOOL FIELDS</b>		<b>8</b>	<b>2</b>					
9. Loma Verde Elementary		1				grass	no	adequate
10. Lu Sutton Elementary		1	1			grass	no	good
11. Lynwood Elementary		1				grass	no	fair
12. Olive Elementary		1				grass	no	fair
13. Pleasant Valley Elementary		1	1			grass	no	fair/adequate
14. Rancho Elementary		2				grass	no	poor
15. San Ramon Elementary		1				grass	no	poor
<b>MIDDLE SCHOOL FIELDS</b>		<b>2</b>	<b>2</b>		<b>2</b>			
16. San Jose Middle School		1 <sup>a</sup>	1 <sup>b</sup>		1 <sup>c</sup>	grass	no	a. fair, b. fair, c. poor
17. Sinaloa Middle School		1 <sup>a</sup>	1 <sup>b</sup>		1 <sup>c</sup>	grass	no	a. poor, b. fair, c. good
<b>HIGH SCHOOL FIELDS</b>			<b>2</b>	<b>2</b>	<b>4</b>			
18. Novato High School			1 <sup>a</sup>	1 <sup>b</sup>	2 <sup>c, d</sup>	3 grass, 1 synthetic	no	a. adequate, b. fair, c. poor, d. adequate
19. San Marin High School			1 <sup>a</sup>	1 <sup>b</sup>	2 <sup>c, d</sup>	3 grass, 1 synthetic	yes (1)	a. adequate, b. good, c. fair, d. good
<b>TOTAL</b>		<b>11</b>	<b>4</b>	<b>2</b>	<b>6</b>			

## 4. Current Use

The Sports Management Group compiled tables summarizing the current use of the City and NUSD fields, by season. These tables are found in the Appendix. Interviews with City and NUSD staff and an analysis of field schedules indicate fields are scheduled to capacity during spring and fall seasons with demand for use existing beyond capacity in several sports. The fields are closed from December through February to protect their condition. School fields are available for community use after school operating hours and city fields are available all day. However, since the majority of users are youth organizations, the prime time for field use is after school until dusk weekdays, and all day Saturday. Sunday is unofficially set aside for adult sports by the School District if they can be accommodated, with some scheduled use of the synthetic turf fields. However, youth sports do have priority with baseball and football games played on scheduled Sundays.

Due to the high level of existing scheduled use, the City and the School District are unable to provide field use for new user groups or provide additional field time for growing sports. Some users are only able to be offered field opportunities during inconvenient and/or inconsistent scheduled times. A viable youth sports program requires consistent practice and play times to establish a routine and progressive skill development program. It is difficult for new user groups to take advantage of these infrequent use periods due to conflicting schedules with other activities and establishing a routine for practice and play.

The City and the School District do not have flexibility to accommodate any group's schedule changes due to weather, field maintenance, drought conditions, or unforeseen circumstances. Therefore, when a game is cancelled the team is given a bye instead of being rescheduled.

### City Fields Scheduling

The City fields are managed and scheduled through the City of Novato Parks, Recreation and Community Services (PRCS) Department. When not in use for scheduled recreational programming, fields may be used by other agencies, organizations or individuals, consistent with the Field and Gymnasium Use Policy. City fields are scheduled for youth baseball, softball, soccer, lacrosse, football, and adult soccer and softball. Typical use of fields occurs after school and on weekends. Contingent upon availability, fields can be scheduled between 8 am to dusk. All City grass fields are closed from December through February for winter rest period. The City's field scheduling priority is as follows:

- City sponsored and co-sponsored programs
- Novato Unified School District
- Sport in season
- Novato-based nonprofit organizations (50% or more served must be Novato residents)
- Private use
- For-profit use

The city-managed fields on the Indian Valley Campus of College of Marin are scheduled under a different set of operating polices. During the academic day, the College has priority use. The Environmental Impact Report (EIR) has defined the terms “after hours use” to minimize the impact of use on the neighbors. The fields can be scheduled from 8:00 am to 10:00 pm weekdays with the use of lights. Weekends are scheduled from 8:00 am to dusk, however, field lights are not permitted. The fields are closed from December 1 to March 1 for field maintenance.

## School District Fields Scheduling

School fields are managed and scheduled by the NUSD for after school community use five days a week and weekends. There is no community use during school hours. The District reports that fields are scheduled to capacity and requests for field use from new users cannot be served. All school district fields are closed for community use from December through February for winter rest period.

Access to the two high school synthetic turf fields is limited due to high school sports, no lights, and no outside use during school hours. A recent decision that will have an impact on community field use is a change in the high school boys and girls soccer (JV and Varsity) schedule to the winter season. This will impact all Saturday users of the high school synthetic turf fields during the winter season.

According to the School District, groups impacted by this closure include:

- Novato Adult Soccer League
- Marin Soccer League (adult)
- Deleon Liga Latina (adult)
- Novato Youth Soccer Association
- North Marin United Soccer
- North Bay Youth Soccer League
- Novato Lacrosse Club

## 5. Demand Analysis

The City of Novato is experiencing a shortage of sport fields to support the regular season play, accommodate seasonal overlap in sports, schedule adult practices, or provide the number of practice fields needed for youth sports. Currently, two to three teams must share the use of a single practice field. Standard sport fields will continue to be an unmet demand if field availability remains the same. The current shortage does not address tournament needs, growth in any sports, introduction of new sports, like rugby or field hockey for example, and unforeseen circumstances that remove fields from the inventory. Adult leagues do not conduct practices due to lack of field availability. Adult sport groups report that participation would increase if fields were available for games and practices.

To serve as much of the need as possible some teams limit practice to once a week. Once the game season begins, some sports are unable to schedule practices due to lack of fields. Sport seasons are shortened for some teams due to lack of game field time. Teams play ten (10) games instead of the preferred twelve (12) game schedules. This level of field impact is anticipated to continue as all youth groups report stable player numbers over a three-year period, with some teams experiencing a slight increase.

The City lacks a tournament quality venue, precluding Novato teams from hosting most tournaments. A typical tournament venue provides multiple, quality game fields in one location with concession stand, bleacher seating, and parking.

A decline in overall participation or field demand is not expected. At the current rate of participation in youth and adult sports, coupled with growth in older adult leagues, it will likely increase. Typically, in youth sports, when one sport is downsizing and the age population remains stable, there is growth in another sport. For example, Novato South Little League reports that participation has dipped since combining two of the three leagues (from 650 participants to 429), however, it has held steady at 429 and the league anticipates growth. During the time Little League was decreasing, the lacrosse numbers increased over the same period. Lacrosse has had to stop its growth, despite the demand for more Lacrosse due to the lack of field availability. The projected demographic changes in age groups over the next five years will not reduce the demand. The lack of field space for current practice and games is reported to discourage and/or limit participant interest. With improvements in the quality and availability of fields, it is expected that participation will grow in youth and adult sport field uses for both practice and game activities.

The trend towards longer seasons and year-round dedicated sport play has resulted in overlap in sports seasons and increased field demand. The emergence of “new” sports or growth in interest in traditional sports continues to add to the demand for fields. In Novato, the demand for field space is critical and new groups and/or sports are not able to find a “niche” of consistent field times. The demand for field space for rugby, cricket, and adult sports is not currently addressed.

To fully understand the current and likely future demand, the demographics of the Novato population and the trends influencing field sports were studied.

## Demographic Analysis

Demographics are an effective instrument for making conclusions about potential sport field users and the likely demand for fields. Interest in sports and recreational pursuits vary based on age, family status, income, education, and other demographic measures. An examination of income and age groupings within the service area helps to make conclusions about the likelihood of demand for field use and the City of Novato capacity to meet the demand.

### POPULATION PROJECTIONS

The 2010 census data indicates the City of Novato has experienced a greater population increase than in previous years, and this modest growth trend is expected to continue to 2020. A 2015 estimate shows a population increase of 4.6% from 2010, to 54,313. By 2020, the population is projected to be 57,046 – a 9.6% increase from 2010.

**Figure 5.1 – Population Projections**

	Novato	%
2000 Census	47,630	
2010 Census	51,904	9.0%
2015 Estimate	54,313	4.6%
2020 Projection	57,046	5.0%

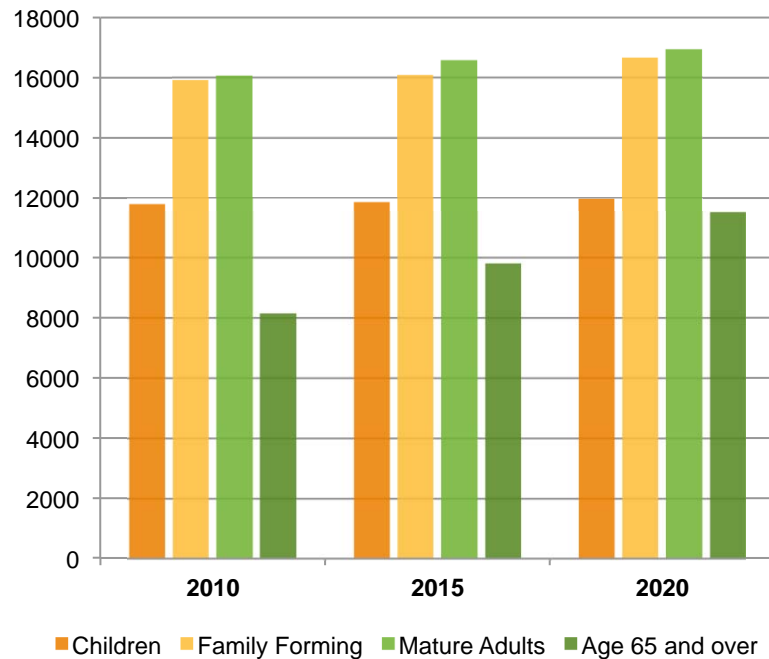
### AGE GROUPS

The 2010 Census indicates that 22.7% of the population is Children (ages 0-17), 30.7% are considered Family Forming Adults (ages 18-44), 30.9% are considered Mature Adults (ages 45-64), and 15.7% are Retirement Age Adults (65+). By 2020, 20.2% of the population will be retirement age adults (from 8,155 to 11,521), the fastest growing segment. The City’s median age will also increase from 42.6 to 44.9. Mature Adults will continue to remain the largest segment to 2020, at 16,930 (up from 16,060 in 2010). (From 2010 to 2020, Children will increase from 11,774 to 11,944; Family Forming Adults will increase from 15,915 to 16,651; and, Retirement Age Adults will increase from 8,155 to 11,521.) This suggests an aging population trend.

The trend of an aging population may indicate that future facilities and programs should promote multigenerational use and accessibility, and serve the interests of a diverse older population. Aging adults today are more active as demonstrated with significant growth in pickleball and tennis as trending athletic interests. Communities are now adapting to meet the needs of a burgeoning 50+ population. The concept of life sports is focused on activities that are fun, socially connecting, and that an individual can participate in throughout life. Sports leagues, such as over 40 and

over 50 adult soccer leagues, are experiencing new areas of program growth locally and nationally and require field conditions that accommodate age specific standards.

**Figure 5.2 – Age Groups**



**INCOME**

By 2020, median household income is expected to be \$90,823. Households earning more than \$150,000 comprise the largest share of the population, at 22.3%. Similarly, in 2020, this income bracket will comprise the greatest share, at 26.1%.

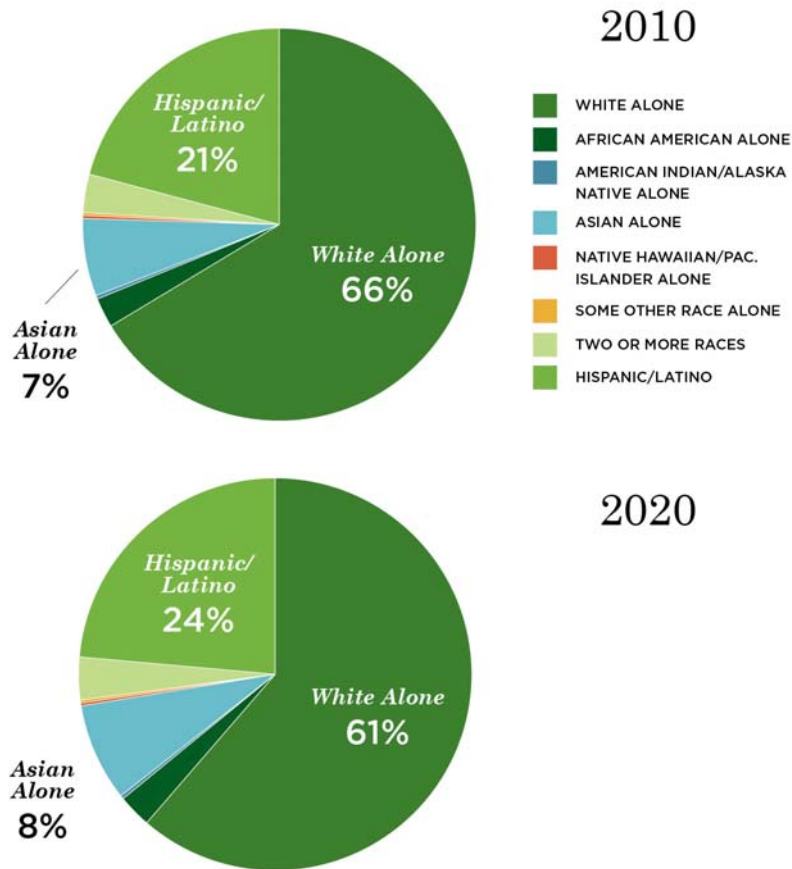
The high median income within the City indicates greater discretionary spending and higher likelihood to spend on recreation and leisure pursuits, such as sport league and team play. The 2013 Sports Participation Report developed by the National Sporting Goods Association (NSGA) indicates that there is greater likelihood of participation among higher household income brackets in a number of field sports. For lacrosse, households earning \$100,000-\$149,000 are 1.6 times more likely to participate in the sport, and households earning more than \$150,000 are 4.3 times more likely. Households earning \$100,000-\$149,000 are 1.5 times more likely to participate in soccer, and households earning more than \$150,000 are 2 times more likely to participate in soccer. In softball, participation is 1.6 times and 1.3 times more likely, respectively. These examples highlight the correlation between higher field sport participation and greater household income.

**RACE / ETHNICITY**

In 2010, the population of Novato was primarily white (34,438 or 79.1% of the population), with Hispanic/Latino as the next largest segment (10,853 or 20.9%). This racial/ethnic composition continues into 2020, with a trend towards greater diversity. By 2020, those who are Hispanic/Latino are projected to total 13,429 (or 23.5%). Soccer remains a very popular sport among Hispanic/Latino adults and youth. Traditionally, adult soccer has been recreational, as a less structured, non-league format. The growth in this population segment suggests a modest future increase in the demand for access to soccer field.



Figure 5.3 – Race/Ethnicity



## Trends Analysis

An analysis of trends in sports and recreation provides useful planning data to anticipate changing interests and needs. The following summarizes trends that will likely impact the demand and service delivery for the City of Novato.

### DEMOGRAPHIC & SOCIAL TRENDS

#### Aging Population



Older adults are a significant, and growing segment of the Novato population. According to 2015 demographic data (see Demographics Analysis) Mature Adults (ages 45-64) currently comprise 30.9% of the population, the largest age group segment. Additionally, substantial growth is expected in the Retirement Age

Adults segment (ages 65+), by 2020 – from 15.7% to 20.2%. These segments largely comprise members of the Baby Boomer Generation, those born between 1945-1964, and older members of Generation X. Generational traits of boomers include a positive concept of age and an interest in moderate activity as a way of maintaining physical health. Boomers, who as a generation embrace physical activity and sports for personal health, have a strong interest in sports to keep fit, remain active, and maintain health and wellness. Choices in recreation in leisure, among older adults, are ever more centered on fitness and healthy living.

This strongly suggests an increased demand for adult sports – a trend reflected in the growth of Marin Soccer League’s adult division. The Marin Soccer League (adult league) reports that the over 40 (years old) and over 50 (years old) leagues are experiencing significant growth in participation. Interviews with leagues indicate increasing demand for year-round competitive seasons.

### **Obesity**

The rise of obesity in the U.S. has gained attention as a significant national trend. According to the Centers for Disease Control and Prevention, approximately 17% (or 12.7 million) of children and adolescents in the United States aged 2 - 19 years are obese. More than one-third (34.9% or 78.6 million) of U.S. adults are obese. Obesity-related health conditions include heart disease, stroke, Type 2 diabetes and certain types of cancers; some of these include the leading causes of preventable death. The trend affects Novato, as well. According to the City’s General Plan 2035 Policy White Paper, titled Healthy Eating Active Living, obesity rates among adults in Novato are higher than the county average, ranging from 15% to 46%, compared to the County average of 13.5%.<sup>3</sup> In addition, youth in Novato are also overweight or at risk of being overweight, with nearly 40% of its fifth, seventh, and ninth graders being overweight.

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<sup>3</sup> Human Impact Partners. (2012). Marin County Sub-County Health Indicators .

Although many factors contribute to obesity, including diet and lifestyle, inactivity is seen as a leading cause of obesity. The percentage of inactive 6 to 12 year olds — youths involved in no physical activities over a 12-month period — rose to 19.5% in 2014 from 16% in 2007, according to a survey by the Physical Activity Council.<sup>4</sup> Many are focused on reversing physical inactivity as a way of preventing and reducing the rates of obesity. First Lady Michelle Obama’s “Let’s Move” Campaign is a case in point. *Let’s Move!* is a public-private partnership with a goal to end childhood obesity in a generation. One of the four pillars of the program is physical activity - increasing opportunities for kids to play and move. According to Mrs. Obama, “We’ll use sports leagues and athletics to promote this, partnering with almost every sports league from the NFL and the NBA to the WNBA and women’s soccer” to promote moving.

Novato’s General Plan 2035 Policy White Paper recommends policy options to address physical inactivity, specifically calling out increased access to indoor and outdoor recreation facilities. Policy 4.C. states:

“Expand community access to indoor and outdoor public facilities through joint use agreements with the school district and other community partners. Encourage the establishment of commercial recreation facilities to address unmet needs and expand the number of high quality recreation opportunities in Novato.”

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<sup>4</sup> Physical Activity Council. 2015 Participation Report. <http://physicalactivitycouncil.com/PDFs/current.pdf>

## Women's Sports Participation

Enrollment data shows a steady increase in female participation in sports, primarily attributable to the passage of Title IX. According to



Title IX athletic statistics, in 1971-1972 there were 294,015 females participating in high school athletics and in 2007-2008 there were over three million females participating, a 940% increase in female participation in high school athletics. In addition, as of the 2007-2008 school year, females made up 41% of the

participants in college athletics. Within adult recreation, there is also a trend towards gender-specific leagues and programming (i.e. women's teams). An article on adult recreational sport trends published in *Recreation Management*<sup>5</sup> quotes Dara Meinerth, specialist for sports and recreation at YMCA of the USA, stating, "the change [...] is a shift toward more gender-specific leagues. 'We're seeing more women's sports programming such as women's soccer, basketball and tennis leagues.'"

Despite increased participation and popularity of gender-specific programming, a participation gap remains. According to *Bridging the Gap Research Brief-September 2012*:

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<sup>5</sup> Gelbach, Chris. "Never Stop Playing: Trends in Adult Recreationl Sports." *Recreation Management*. 2013. [http://www.recmanagement.com/feature\\_print.php?fid=201309fe02](http://www.recmanagement.com/feature_print.php?fid=201309fe02)

"Title IX, the federal law that prohibits sex discrimination in any education program or activity receiving federal financial assistance, has had a profound effect on increasing the number of girls who participate in sports. Rates of sports participation for girls have increased more than tenfold since its enactment. Yet 40 years later, a gender gap remains."

The deficiency in field availability currently renders the City of Novato unable to address the developing demand of girl's and women's sports.

## SPORT TRENDS

The team sports with the highest participation in the US in 2014 included:

- Basketball: 23.1 million
- Baseball: 13.2 million
- Soccer (outdoor): 12.6 million

Despite the overall high rates of participation of these sports across the nation, evidence points to trending participation in previously non-traditional, "niche"<sup>6</sup> team sports. According to the *Sports, Fitness, and Leisure Activities Topline Participation Report* developed by the Sports & Fitness Industry Association (SFIA), there is a shift towards greater participation in the following sports:

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<sup>6</sup> Wall Street Journal. "Youth Participation Weakens in Basketball, Football, Baseball, Soccer." Jan. 31, 2014. <http://www.wsj.com/news/articles/SB10001424052702303519404579350892629229918>



- Field Hockey
- Lacrosse
- Rugby

SFIA data shows field hockey experienced a 7.6% increase in participation between 2009 and 2014 (from 1.09 million to 1.56 million), and a substantial 12.4% increase between 2012 and 2014.

Lacrosse saw a total participation increase of 11.7% over the same five-year span (1.16 million to 2.01 million), and an 11.9% increase between 2012 and 2014, suggesting continuing strong rates of growth in this sport. Rugby experienced a participation increase of 13.3% between 2009 and 2014 (720,000 to 1.28 million), and a 20.6% increase between 2012 and 2014.

### Casual versus Core Participation

An analysis of team sports data also shows a growth in core participation, with a loss in casual participation. This growing trend of specialization in team sports is highlighted in the SFIA's 2014 U.S. Trends in Team Sports Report, which showed that 15 of 24 team sports grew in core participation. Although core participation (defined as regular participation) in several traditional team sports, including football, basketball, and soccer increased between 2008 and 2013, casual participation fell.<sup>7</sup> Football (tackle, touch, and flag) had an average core growth of 8.7% while experiencing a 7.6% decrease in casual play. Soccer's core composition rose 5.8%

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<sup>7</sup> SFIA. "SFIA Team Sport Reveals Casual Participation Waning." December 2014. [www.athleticbusiness.com](http://www.athleticbusiness.com)

with casual participation shrinking 5%. League participation increased for popular sports from 2008-2013, including soccer (+2.3%) and touch football (+37.4%), signaling the emergence of the league based recreational core athlete over the past six years.<sup>8</sup>

The growth of core team sports participation has implications for the provision of sports fields. With the proportion of sports field users leaning towards specialized use, they may desire high quality, competition-ready fields to accommodate their needs. Additionally, with increased league play, the demand for year-round and overall greater access (i.e. multiple practice times per week) is expected.

### Travel Teams

The evidence of growing core participation in sports team play is reflected in greater team travel. Youth travel teams have become an explosive movement according to a January 2014 article.<sup>9</sup> The article states that youth sports movement has become a \$7 billion industry in travel alone. "Youth sports tourism wasn't even a category four years ago, and now it's the fastest-growing segment in travel," said Dave Hollander, professor at New York University's Tisch Center for Hospitality, Tourism and Sports. "Cities and towns are seeing benefits as these trips to events turn into mini-vacations for families, so their incentive to be a player in this is also growing," he added. Coupled with increased sports specialization and declining local identity, travel teams are becoming a trend not foreseen to be slowing down in the near future.

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<sup>8</sup> SFIA. "SFIA Team Sport Reveals Casual Participation Waning." December 2014. [www.athleticbusiness.com](http://www.athleticbusiness.com)

<sup>9</sup> Koba, Mark. CNBC. "Spending More On Kids' Sports? You're Not Alone." <http://www.cnbc.com/2014/01/13/youth-sports-is-a-7-billion-industryand-growing.html>

According to the SFIA,<sup>10</sup> nearly 60% percent of children in the U.S. born after the year 2000 participate in team sports. Whereas in the past young people might organize themselves into games of “sandlot” baseball and other informal gatherings, youth sports are increasingly organized, with adults – parents, coaches, league organizers, referees and tournament operators – organizing both practices and competition.”

#### *Impact of Travel Teams*

The growing emphasis within youth sports on specialized, year-round play involving travel has an impact on local community fields and sports leagues. Many communities have developed their field inventory to serve a range of community uses (such as casual frisbee play, dog walking, community programming, and rentals), in addition to seasonal sport needs. These seasonal sport programs typically feed into competitive leagues, and their needs have typically been served with multi-use, natural grass fields. These fields, however, cannot accommodate the high level, year-round use of specialized sport play.

The increase in organized league play means greater demand for fields that serve a range of teams (local competition to travel teams) and that meet the requirements for competitions and tournaments. Leagues now consider the needs of their competition team levels, incorporating the services of a volunteer field coordinator to determine how to accommodate increased practice and play requirements.

The competition for field rentals is growing among tournament directors that are seeking quality venues with the desired amenities. In addition to the features required to host tournaments, a second consideration is the entertainment value to the accompanying family members. Big League Dreams and the City of Manteca are developing entertainment features to address this issue and provide an overall family experience to the tournament attendees. (See Facility Profiles in Chapter 10.)

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<sup>10</sup> SFIA. 2015 Sports, Fitness and Leisure Activities Topline Participation Report.

## 6. Sports Organization Interviews

Interviews with organizations using Novato sports fields were conducted June 16 through July 16, 2015. Information regarding demand and current use was recorded and analyzed. The following summarizes the information reported regarding existing use, demand, deficiencies, and meeting the need.

### BASEBALL

#### Babe Ruth Baseball (age 13-15)

##### Existing Use:

- Practice schedule is 10-14 hours per week
- Participation is increasing: up 143 players since 2014
- Hill Recreation Area field is for practice-only during the regular season and is in poor condition with gopher holes and poorly maintained turf
- The team conducts pre-season practice on the Sinaloa and San Jose fields
- Two teams must practice simultaneously on all fields
- During game season, games are played on the Sinaloa field

##### Deficiencies:

- Insufficient number of practice fields: 11 teams are limited to practice once per week (per team) due to field deficiency
- Insufficient number and size of game fields
  - Use of Sinaloa limits play to single age group
- No tournament facility
- Lack of volunteer coaches to meet participant demand
- Teams are required to host an all star age group tournament. The only usable game field is Sinaloa, resulting in hosting only one age group.

##### Meeting the Need:

Provide a tournament facility

- 2-3 field diamonds
- Bleacher seating for 100 spectators
- Concessions
- Lights
- Parking
- 2 Additional fields are needed that meet requirements for games and practice

### Novato South Little League (5-12 years)

#### Existing Use:

- High level of participation: 429 players this year
  - There were 650 players 2 years ago due to merger with another league
  - Project similar participation of 425-475 next year
- Practice is once per week for Under 10 age group
- Practice is two times per week for 10-12 age group
  - Would like one additional practice time during the week
- 20 games are scheduled Monday through Thursday
- Saturday schedule consists of 15-20 games
- Five divisions require five fields
  - Currently use two City fields and three School District fields,
  - Hamann Field is the only field considered suitable for tournament play (All Star Tournament)

#### Deficiencies:

- School District fields are not fenced which eliminates simultaneous use of two adjacent fields
  - Fields are not lighted which limits practice to daylight hours. The league would like to practice until 8pm.
  - Fields are for baseball-only
  - Fields do not accommodate year-round use, which the team desires

- Practice time is unavailable once game season starts due to field availability (Hill Field is practice only; Dunphy and Hamann game only)
- Travel teams cannot play on the Hamann Field due to lack of amenities

#### Meeting the Need:

- Lights to address daylight savings time
- One additional baseball field
  - Natural grass fields
  - Bleachers
  - Announcers booth
  - Concessions
- Indoor space for practice and batting cages
- Partially covered fields

### Novato North Little League (5-12 years)

#### Existing Use:

- High level of participation: 372 players this year
- Use two primary fields:
  - Pleasant Valley Elementary School
  - Babe Silva Field at Rancho Elementary School
- Fields incur daily use during three month season-intense use impacts field conditions
- All teams have minimal opportunity to practice on game field due to use
- 3 practices at a time on field and adjacent backstops to meet demand

- Practice 2/x week and 3 games per week per team
- Contract with landscape company to provide field maintenance

**Deficiencies:**

- Rain cancelled games result in bye instead of reschedule due to lack of field space (occurrence during non-drought years)
- Practice fields

**Meeting the Need:**

- 3 practice fields- one per age group

**Bombers Baseball Club (9U-14U years)**

**Existing Use:**

- No openings
- Use Marin Catholic HS fields
- Practice 2-3 times per week
- Regional draw
- Travel 50 minutes to 1 1/2hrs. to participate in tournaments
- 80 seasonal participants, 650 camps

**Deficiencies:**

- Field availability limits the number of players
- Barely meeting needs
- Limit participation numbers due to lack of fields
- High quality local tournament venue

**Meeting the Need:**

- Tournament quality fields
- Participate in local tournament once/month
- Lights on fields (Saturday only)
- Field availability would double program; however would pull from other programs



## SOFTBALL

### Novato Girls Softball (6U-15U)

#### Existing Use:

Team size, practice times, and number of games are severely limited by lack of field availability

- Two practice times and one game per week
- 16 game season instead of 20 games due to field availability
- 18 players assigned per team instead of 12
- Current roster of 275 players with demand for 400

#### Deficiencies:

- There is need for two additional practice fields to accommodate larger team size and additional practices and games
- Reduced practice and game time resulting in unequal play time experience for girls during an important development period
- Waiting list of 100 + participants
- There is need for more field time for clinics

#### Meeting the Need:

- Tournament facility with three fields in one location
- Dirt infield and natural grass preferred
- 2 practice fields

## SOCCER

### Novato Youth Soccer Association (Ages 4 ½ - 18 ½ years)

#### Includes:

*North Marin United Youth Soccer*

*Dixie Youth Soccer Association*

*Novato Youth Soccer Association Club Soccer*

#### Existing Use:

- Participation increase of 5% over past year
- Field safety and field conditions a concern: must be soft and playable. Discontinued hosting tournaments in 2012 as field quality poor
- Each team practices twice per week, resulting in a total of 250 practice sessions
- Practice at Indian Valley Campus of College of Marin with two to three teams per field due to lack of field availability
- Practice times cannot extend later than 7pm on school fields due to automated sprinklers and lack of lights
- Spring Rec Soccer is a shorter 10-game season (not 12-game season) due to lack of field availability resulting in 200 game slots deficient
- Teams must warm-up in undesignated field areas
- 30% of the year-round teams don't have a place to play (require two practice times per week on High School synthetic turf fields)
- 1550 participants combined

**Deficiencies:**

- Need additional practice fields
- Need additional game fields for Spring Rec Soccer to extend to a 12-game season, adding 200 games
  - Currently playing a shorter season
- Year-round teams need 10% more synthetic turf field time
- Need lights on existing fields
- Fields are not fenced

**Meeting the Needs:**

- Replace grass fields with synthetic turf
- Four additional fields to meet afterschool practice demand
- Three facilities to address specific age groups:
  - U6-U10 age groups with six smaller fields
  - Youth 11 and up
  - Competitive teams with 4-5 fields
- Tournament facility with 5 fields minimum, 2-3 per venue

**North Bay Youth Soccer League –Academy (4-11 years)**  
**North Marin United (U8-U18 years)**

**Existing Use:**

- Academy practices two times per week on grassy areas
- Competitive teams practice once per week on grassy areas
- Youth sports vie for prime time afterschool time (4pm-5:30pm or until dark) on the two synthetic turf fields, so access very limited

- Synthetic turf time is randomly scheduled: only scheduled filler hours December through March and one hour per week (random)
- Would use fields more if field conditions (gopher holes) were not an issue
- Developmental program focuses on fundamentals and skills in spring; fall is for competitive play
- Competitive Soccer program is at a higher level, training twice per week

**Deficiencies:**

- Competitive team would ideally practice three times per week
- Need room for 40 more youth players
- Lights are needed on existing two synthetic turf fields to extend afterschool use
- Need for more synthetic turf fields
- Need 10 hours per week during December-March

**Meeting the Need:**

- Synthetic Turf field with lights for year-round use
- Would extend practice times to 6-8pm for non-driving youth and 8:30-10pm for driving youth (travel team)

## LACROSSE

### Novato Lacrosse (6-15 years)

#### Existing Use:

- Teams must practice two to a field
- Practice can only extend to 7pm due to lack of lights
- Must travel to all tournaments due to lack of suitable tournament field
- Restricted to game play: one field for all games occurring Saturday and half day Sunday
- Participation is status quo due to field availability; 18 teams with 230 players

#### Deficiencies:

- There are no tournaments due to lack of multiple fields in one location
- Prefer natural grass fields because of skin irritation created by synthetic turf on ankles
- Practice fields: doubling up practices now
- Lack of game fields require more away games
- Minimum one game field

#### Meeting the Need:

- Tournament facility with 3 game fields in one location
- Practice later if lighted fields available
- Improved condition fields
- Additional game field

## FOOTBALL

### San Marin Youth Football and Cheer Squad (7-14years)

#### Existing Use:

- Seasonal play July-November
- Cannot use city fields (Indian Valley Campus of College of Marin) because of intensive use by youth soccer and adult softball during the Fall. A consistent schedule of time is not available to schedule ongoing use.
- Uses Sinaloa Middle School for practices and San Marin High School for games
- Participation 180 boys, 70 girls

#### Deficiencies:

- No lighted fields limits play and practice times
- Club can only play five home games a year due to field limits
- Need lighted field to host tournaments
- Club is at capacity based on field availability

#### Meeting the Need:

- One additional lighted synthetic turf stadium field to serve the two high schools and the club or add lights on the San Marin High School Field (already wired).

## ADULT GROUPS

### Adult Soccer – Deleon Liga Latina

#### Existing Use:

- Participation level is high, with 400 adult players
- Use is primarily family-oriented - family events and play
  - Game play only
- Games are held Sundays on four fields (Novato High School Fields)
- Use synthetic turf fields

#### Deficiencies:

- Team growth is limited because of lack of field access. It could accommodate 1,000 players (majority not resident players)
- Team needs fields for Sunday game play

#### Meeting the Need:

- Synthetic turf (minimum 2 more fields) for Sunday Game play
- Services to support family events (restrooms, trash, shade)

### Novato Adult Soccer League

#### Existing Use:

- Year-round play on Sundays from 8am -1pm
- Synthetic turf field game play
- Prefer synthetic turf due to existing grass field conditions and closure during winter months
- 180 adult players

#### Deficiencies:

- Need another hour of game time on Sundays to meet demand (two fields until 2pm)
- Youth leagues (Pop Warner/Youth Soccer) hold tournaments on Sundays so they have to move to grass fields

#### Meeting the Need:

- One additional lighted synthetic turf field
- Add lights to San Marin High School synthetic turf field

### Marin Soccer League (Adult)

#### Existing Conditions:

- Adult soccer games every Saturday from 9am-1pm
- Use Novato HS synthetic turf field
- Team practices on their own
- Synthetic turf field provides for consistent schedule year round
- 480 adult players

#### Deficiencies:

- Concern how the changing schedule of HS Soccer season to winter will impact
- Practice during week if lights available on fields
- 4 hours additional game time weekly
- Tournaments not scheduled due to lack of field time

#### Meeting the Need:

- Tournaments: 2 fields, 8 hours per day, over weekend
- Synthetic turf lighted field for practice and game play

### Play in the Bay (formerly Golden Gate Sport and Social Club)

#### Club Leagues: Adult Kickball & Softball (Open 21 & Over, Primary Ages 21-35 Years, Co-Ed)

#### Existing Conditions

- No outreach to Novato yet
- No waiting list
- Lack of field availability hinders development
- Requires three seasons of Kickball (skip summer)

#### Deficiencies:

- Recreational Softball League needs 2 fields 2 nights per week
- Assessing adult demand to create enough teams
- Lights on fields for winter program

#### Meeting the Need:

- Softball field available two nights per week
- Grass field one night per week for Kickball

## **OTHER ORGANIZATIONS CONTACTED**

### **City of Novato**

Ronele Schaefer, Recreation Supervisor  
City of Novato Parks, Recreation & Community Services

Clive Shigoli, Maintenance Supervisor  
City of Novato Public Works

### **Novato Unified School District (NUSD)**

Judge Taylor, Facilities Coordinator  
Dave Ashe, Construction Manager provided field conditions information.

NUSD schedules school sports programs and athletics on NUSD fields.

### **Novato YMCA**

The Novato YMCA does not own or operate fields and meets its outdoor field needs through the rental of McInnis Park in San Rafael, a Marin County Park. The YMCA does not program any field activities on Novato fields.

## **User Groups Not Interviewed**

The organizations listed below were contacted three times by email and three times by phone. There was no response by the time of this report:

Central Marin Blue Jays Lacrosse  
Novato Flag Football League  
Novato Knicks, semi-professional baseball club  
Marin Highlanders Rugby Football Club  
Marin Coed Soccer League (adult)  
Marin Women's Soccer League  
National Academy of Athletics Field Hockey Camps

## 7. Gap Analysis

### Overview

The City and the School District have maximized the community's access to sports fields; however, they are unable to meet the current demand. The City offers city leagues, sports programs, camps and skill development classes. These include soccer, lacrosse, flag football, kickball league, mini soccer, and others. The City's use of fields limit the availability for use by nonprofit groups. There is a demonstrated need for additional practice and game fields; user groups' desire longer game seasons, year round play, tournament hosting; and increased clinics and camps. Travel teams would like to expand and serve more youth in Novato and surrounding area. Support space is also needed for game and tournaments play with plans including: parking, concession, restrooms, spectator areas, storage, buffer zones from neighbors, drainage, fencing, and access. The lack of lighted fields, poor condition of the grass fields, and the lack of regulation size fields exacerbate the deficiency in Novato.

### Gap Analysis Table

To quantify the gap between the demand for fields and the current capacity, a measurement of field time or a "field slot" was assigned. The typical duration of a practice or game is 1.5 to 2 hours for youngest age groups and 3 hours for older age groups.

To provide a conservative estimate of demand, an average duration of 1.5 hours was assigned for each slot. (The longer the duration assigned to a slot, the less available the field).

**Existing Demand: Game and Practice Slots** were assigned based on actual time that is scheduled and used at the **current** participation level. It does not include additional game times, peak demand periods, overlapping seasons, extended seasons, or tournament play. The net difference is the supply less the demand to identify the oversupply or deficiency. As shown, field slots are deficient in all sport activities except adult softball. Youth soccer, lacrosse, and football fields reflect more than a 200 slot deficiency **per week**, to serve existing needs. Youth softball and baseball, combined, are deficient in over 100 slots per week to meet the current demand. Figure 7.1 reports the deficiency without growth in any of the listed sports.

Figure 7.1 reports the number of slots the facility provides. It is based on typical use: fields not used during school hours. The demand slots include preference for one team per field for practice.

Figure 7.2 reports the number of field slots required to support the desired growth in participation.

Figure 7.1 – Gap Analysis – Existing Use, No Growth

		Number of Fields	Existing Slots Per Week	Existing Field Demand Per Week	Net Difference
<b>Youth Baseball</b>					
Practice or Game Slots	Field/no lights	7	79	168	-89
	<b>Subtotal</b>		<b>79</b>	<b>168</b>	<b>-89</b>
<b>Adult-Babe Ruth Baseball</b>					
Practice or Game Slots	Field/no lights	2	40	55	-15
	<b>Subtotal</b>		<b>40</b>	<b>55</b>	<b>-15</b>
<b>Youth Softball</b>					
Practice or Game Slots	Field/no lights	1	60	70	-10
	<b>Subtotal</b>		<b>60</b>	<b>70</b>	<b>-10</b>
<b>Adult Softball</b>					
Practice or Game Slots	Grass w/o Lights	3	0	0	0
	Grass w/ Lights	1	20	20	0
	<b>Subtotal</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>Youth Soccer/Lacrosse/Football</b>					
Practice or Game Slots	Field/no lights	16	200	404	-204
	<b>Subtotal</b>		<b>200</b>	<b>404</b>	<b>-204</b>
<b>Adult Soccer/Lacrosse/Football</b>					
Practice or Game Slots	Grass w/o Lights	9	0	0	0
	Grass with lights	2	0	0	0
	Synthetic w/o Lights	2	30	43	-13
	<b>Subtotal</b>		<b>30</b>	<b>43</b>	<b>-13</b>
<b>TOTAL PER WEEK</b>			<b>429</b>	<b>760</b>	<b>-331</b>

Figure 7.2 – Gap Analysis – Desired Use

		Number of Fields	Existing Slots Per Week	Desired Field Demand Per Week	Net Difference
<b>Youth Baseball</b>					
Practice or Game Slots	Field/no lights	7	79	203	-124
	<b>Subtotal</b>		<b>79</b>	<b>203</b>	<b>-124</b>
<b>Adult-Babe Ruth Baseball</b>					
Practice or Game Slots	Field/no lights	2	40	58	-18
	<b>Subtotal</b>		<b>40</b>	<b>58</b>	<b>-18</b>
<b>Youth Softball</b>					
Practice or Game Slots	Field/no lights	1	60	95	-35
	<b>Subtotal</b>		<b>60</b>	<b>95</b>	<b>-35</b>
<b>Adult Softball</b>					
Practice or Game Slots	Grass w/o Lights	3	20	20	0
	Grass w/ Lights	1	0	0	0
	<b>Subtotal</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>Youth Soccer/Lacrosse/Football</b>					
Practice or Game Slots	Field/no lights	16	200	453	-253
	<b>Subtotal</b>		<b>200</b>	<b>453</b>	<b>-253</b>
<b>Adult Soccer/Lacrosse/Football</b>					
Practice or Game Slots	Grass w/o Lights	9	0	6	-6
	Synthetic w/o Lights	2	30	43	-13
	<b>Subtotal</b>		<b>30</b>	<b>49</b>	<b>-19</b>
<b>TOTAL PER WEEK</b>			<b>429</b>	<b>878</b>	<b>-449</b>



## Factors Impacting Field Availability

### HIGH SCHOOL SOCCER SEASON

The two high schools in Novato each have one unlighted, synthetic turf field. These fields are available to the community after school hours, and as a second priority, after school programs. As this report was being written, Marin County Athletic League (MCAL) changed their boys and girls soccer season to a winter sport for Junior Varsity and Varsity to align with the schedule of other schools. This will have a significant impact on the scheduling and availability of fields.

Typically, the turf fields are not available to community use for as many as fifteen Saturday's during the school year due to high school games. The soccer season scheduling change will negatively affect an already impacted field shortage with 10-16 Saturday games and the additional need for practice field times. The School District is assessing the implication of this change to its own high school teams that also use the fields for practice and games. Elementary school fields may need to be scheduled for high school practices, with games played on the synthetic turf fields.

An additional challenge is the winter sports season overlaps (by a month) fall sports season (Nov-Dec) and spring sports season (Feb-March). Football is a fall sport that overlaps with soccer. The impact may extend to all high school spring sports, which will have to share the synthetic turf fields with the revised winter high school soccer season. Spring sports include boys and girls' lacrosse, track and field, baseball, and softball that all use the synthetic turf if the grass fields are too wet.

High School soccer schedules were not available at the time of this report, however it is assumed that adult leagues will have abbreviated schedules due to this change.

At a minimum, all the users of the high school synthetic turf fields for Saturday games will be impacted during the winter and spring seasons. Adult sports will be impacted with either no playtime or abbreviated schedule from November – March. Organizations affected include adult and youth soccer leagues, youth lacrosse league, and periodic rental groups. Novato Adult Soccer League, Marin Soccer League (adult), Deleon Liga Latina (adult), Novato Youth Soccer Association, North Marin United Soccer, North Bay Youth Soccer League, and Novato Lacrosse Club are examples of the local organizations that will be impacted.

### FIELD PARKING

Field accessibility with convenient parking is important to many field users. In the City of Novato, there are limitations on field scheduling by staff in consideration of the neighbors. Slade Park, for example, contains a youth multipurpose field; however, it is not rented due to the insufficiency of parking and that it was designed as a neighborhood park. The insufficient parking is a result of a neighborhood-designed park or elementary school being repurposed to support sport organizations uses. It is important to consider the primary purpose of the park being developed and if adequate parking is available, if it is to accommodate sport needs.



Field demand is so great that the City and School District find it difficult to manage the field maintenance, provide adequate rest and recovery periods, and meet the community needs. The fields require rotation and limitation on use. Alternating the field layout so excessive use in specific location and rutting do not occur, may help. Drop-in and unauthorized use of fields also contributes to the

poor field conditions. During the rainy season, which is also the fields' recovery period, the fields must have effective drainage systems and sufficient crown to move water off the fields. The Weather Service has predicted an "El Nino" winter weather pattern for this year. Excessive rain could further challenge the condition of these fields.

## 8. Addressing the Deficiencies

The current unmet demand for sports fields is very high with an estimated shortage of 331 hours per week to serve the existing demand during an 8-month field availability schedule. This shortage does not include the demand for program growth, or the preferred field practice scheduling that would reduce “over sharing” of practice times. To serve the demand for preferred use, the estimated shortage increases to 449 hours per week and includes growth for the organizations that were interviewed. There is likely additional growth among the groups that were not interviewed. The current scheduling of the existing inventory provides little or no flexibility to reschedule cancelled games, schedule adult soccer practice, lacrosse or football practice or game slots, or support the growth of new sports. The City is in need of a minimum of two, year-round fields for youth soccer, lacrosse, and football youth leagues. Girl's youth softball has demand for 100 additional girls they cannot accommodate due to lack of field availability. Softball and baseball both indicate need for practice and game fields. This does not consider growth in girls' participation, growth in older adult sports, travel teams, and intramural (recreational leagues played within a specific institution, such as school campuses) play.

Local organizations make accommodations to serve the needs of community participants. Most sports organizations report that they make every attempt to not turn away players, resulting in doubling and tripling practices, conducting practices and games on the same day, and assessing byes for missed games instead of rescheduling. Girl's youth softball (Novato Girls Softball) is an exception, reporting that it must turn away players each year.

The public's awareness of maintaining a healthy lifestyle through regular physical activity, including sports participation, is likely to continue among all age groups and amplify the shortage of fields. This is currently being experienced in the growth of the over 40 adult soccer leagues. The provision of additional fields and increasing the seasons and hours use of the fields would address this shortage.

The assessment of need for sports fields is based on user demand and not based on field standards established by the City. Service standards identify the quality and quantity of fields, and the service level to be provided by the City. Establishing field standards could address land development and community service expectations regarding the provision of sport fields.

Addressing many of the deficiencies requires resources that are in short supply—land, funding, and water. Poor field conditions that are the result of or exacerbated by the drought are not easily ameliorated with the current limited water supply. Strategies that address the deficiencies are provided with a brief discussion of the benefits and disadvantages of each.

### 1. Improve the condition of the existing fields.

This is the highest priority and concern among the coaches and league officials that were interviewed.

## **2. Provide additional multi-use fields and additional ball fields.**

Findings from the Gap Analysis indicate that to meet the desired level of field use and the current demand for growth, an additional 177 timeslots per week for ball sports and an additional 272 timeslots per week (representing 408 hours) for field sports are needed. Although the required timeslots varies by field depending on a number of factors (natural or synthetic turf, lighted or unlighted, etc.), estimates indicate a need for 6 to 8 ball fields and 10 to 12 multi-use fields, based on natural turf and unlighted fields.

With an increased inventory of fields for sport practices and games, the City and NUSD would have the capacity to expand community programming and user group field rentals. With limited City resources for funding construction of new fields and limited availability of City land to construct new fields, strategies such as privately developed recreational facilities should be considered. See the next chapter for a discussion of potential public access benefits that could be obtained from such a development.

## **3. Develop fields intended for either multi-sport use or ball fields with designated areas for non-athletic use.**

There is an inherent tension between the City and the sports groups that is attributable to the City's need for every field to be considered a multi-use field and the desire of the teams for designated sports fields. The city's multi-use grass fields are difficult to maintain and configure to satisfy all sport field uses. Designating and maintaining existing field areas for specific intended uses (i.e. ball play, field sports play, and general recreation use) is one way to improve the quality of the fields. However, this approach might reduce field

availability for different sports, and reduce field access for public use, such as Frisbee or dog walking. With the recognition of limited land and funding, it is important to provide areas that are maintained for their intended use. It is desirable for the user experience that sport fields look and feel like sport fields. Fields should be developed to serve primary needs, such as ball fields for baseball and softball and multi-sport fields for soccer, lacrosse, and rugby.

The proposal received from the Marin Sports Academy LLC, if approved and developed would provide the sports teams the type of sports fields they desire. The project defines ball sports as distinct from field sports and proposes specific fields to address the two different types of field needs.

## **4. Lighting of selected grass fields to extend hours of play.**

Lighting existing grass fields would increase the number of game and practice slots. However, longer hours of use on the fields will result in greater degradation of field quality. Increased maintenance of the grass fields will be required to accommodate their increased use. This increased use would exacerbate the existing drought conditions and may result in increased closure periods to provide the fields time to recover. Lighting of the grass fields does not create year-round field access, as the fields continue to require closure during the winter rest period. Lighting for extended evening practices and games does not necessarily increase the time available to youth sports. Youth sport organizations prefer the afterschool to 7pm / dusk timeslot to accommodate parents' schedules, homework, and family bedtimes. The evening use after 7pm would increase the slots available for adult sport practices and games.

An important consideration regarding lighting is public support. Lighting existing fields has not traditionally been supported by the community due to concerns regarding undesired evening lights and glare, noise, and extended hours of use of the field.

#### **5. Resurface grass fields with synthetic turf.**

Converting selected existing fields to turf provides extended hours of use and yearlong playability. However, converting existing fields from grass to synthetic turf does not add to the number of fields needed to serve the demand. The City of Novato has commissioned Carducci Associates to conduct a 'Synthetic Turf Feasibility Study' to determine the need and possible sites for synthetic turf field(s).

#### **6. Explore a public-private partnership with a partner or partners that can expand the inventory of fields, provide funding for fields, provide field maintenance, or some combination.**

An option currently under review by the City is the Hamilton Fields Sports Park, which proposes development of a commercial sports field complex on the former Hamilton Air Force Base. This proposal is discussed in the following section of this report. In considering a public-private partnership, the City should:

- Consider opportunities that provide community benefits.
- Incorporate neighborhood-friendly amenities, for example: adequate parking, buffers for noise, and lighting.
- Develop policies that address amplified sound, approved uses, and community access.

## **Summary of Findings**

The City has a significant shortage of sports fields to adequately serve the residents of Novato. To maximize the limited field inventory to serve as many City of Novato teams as possible, teams must share practice time with other teams, shorten practice and game schedules, or not have practice time during the game season. There is little or no flexibility to reschedule cancelled games, provide adult soccer, lacrosse, football leagues practice or game slots, or support the growth of new sports.

This study inventoried existing fields and measured current demand based on timeslots needed for practice and games to serve that demand. *Demographic Analysis, Trends Analysis, and Interviews* with user groups and organizations was conducted to project likely future demand. A Gap Analysis, the difference between the demand and the supply, indicates that to meet the desired level of field use and the current demand for growth, an additional 177 timeslots per week for ball sports and an additional 272 timeslots per week for field sports are needed. Although the required timeslots varies by field depending on a number of factors (natural or synthetic turf, lighted or unlighted, etc.), estimates indicate a need for 6 to 8 ball fields/ball diamonds and 10 to 12 multi-use fields, based on natural turf and unlighted fields.

## 9. Hamilton Fields Sports Park Project

The Marin Sports Academy, LLC (MSA) is proposing to develop, build, and operate a state-of-the-art youth and adult sports and recreational complex, known as the Hamilton Fields Sports Park. The 55-acre complex, if approved, would be located on the former Hamilton Army Base. The proposal also includes the construction and maintenance of a 12-acre community park adjacent to the complex, opened to the public, and operated by the City of Novato. The Community Park will be a master planned park with citizen input to finalize park amenities and design.

### **Fields for Practice, Games, and Tournament Play**

The Hamilton Fields Sports Park is designed to serve the weekday community practices and play fields needs, and on weekends serve as a regional tournaments facility. The Hamilton Sports Complex will have a significant impact on addressing Novato's current unmet sports field needs, serving both youth and adult. From the stakeholder interviews, there are over 2,610 youth and adult participants in soccer, lacrosse, and football. In baseball and softball, there are 1,299 participants. These figures represent the non-profit league outdoor sports participation numbers and are reflective of 7% of the population of Novato.

The Hamilton Fields Sports Park and Community Park, if built, would increase the number of fields in the city and would increase access to fields, thereby addressing demand for youth and adult sports. In addition, the project addresses the tournament needs of the community currently not met by the existing field inventory. The project proposal includes the construction of four dedicated synthetic turf baseball/softball fields, four regulation size synthetic turf multisport fields, a 500-seat synthetic turf ballpark ("the Ballpark at Hamilton Fields"), and an indoor training facility. These fields are sized and equipped for youth and adult games, practices, and tournaments, which are currently underserved by the existing City and School District inventory, as described in this report. The Ballpark at Hamilton Field will be scheduled for high school, junior college, collegiate, semi-professional, and adults sports.

The Hamilton Fields Sports Park would provide access to high quality practice and play fields for dedicated sport use. The Sports Park operator has agreed to offer the non-profit Novato youth leagues weekday access to the fields at the same rates charged by the City. Non-residents will pay a higher rate. This weekday use would typically occur during afterschool hours until dusk. (The existing field rate for the IVC fields, for example, is \$15 per hour for Novato youth leagues. There is an additional \$18 per hour fee for lights, if they become available, for a total of \$33 per hour.)

The existing City and School District inventory lacks sufficient fields in size, quality, and availability for tournament play. The proposed fields at Hamilton Fields Sports Park could address some of this demand. On weekends, the Hamilton Fields Sports Park would be scheduled for tournaments as determined by the operator. These would be provided at market rates.

## Addressing Sports Fields Deficiencies

To quantify the community benefit and identify the potential impact of the proposed fields in reducing field deficiencies, the number of practice and game “slots” were calculated. The number of slots was estimated based upon community access for practice and games during the week (Monday-Thursday), after school or after work. The estimated slots and remaining deficiency is reported below. All figures reflect current field needs, without growth, and slots are reflected per week.

**Figure 9.1 - Addressing Field Deficiencies**

Field Type	Existing Reduced Deficiency	New Availability	Remaining Deficiency
Baseball/Softball	114	32	82
Soccer/Lacrosse	217	32	185

Friday, Saturday, and Sunday are used for tournaments as scheduled by the operator. Weekday higher field use efficiencies may be experienced based on year round accessibility; field schedules reflecting school calendar, summer sessions, and higher quality of fields resulting in limited downtime for maintenance. The City of Novato seeks partnerships to leverage resources to provide the facilities the community desires. The potential benefits to residents of Novato from a public-private partnership include:

- **Economic benefit observed through tourism and tournaments**
  - Economic analysis is underway by the City to determine the potential financial benefits that could assist the city with fiscal sustainability
- **Increased sales tax and local business retail traffic**
- **Enhanced reputation of the City as a quality sports venue serving local and tournament needs**
- **Sport field benefits for the community**
  - Community access to high quality, dedicated, and year-round sport fields
  - Enable tournament play for local youth teams in their own community
  - Community priority access to practice and game fields during the week
  - Community discount rates for use of fields during the week (match City resident league rates)
  - Increase field inventory and provide better field quality



- **Recreational benefits for the community**
  - Provision of community park for passive and active public recreation uses
  - No cost for construction, repairs and maintenance of Community Park
  - Opportunity to provide park amenities not currently available
  - Opportunity to attend higher level tournament play
  - Access to quality sport training and skill development center

- **Establish agreement with local firm to provide security as needed**
- **Negotiate for tournament weekend use for local teams or for the City**
- **Lighted field located at the furthest corner from residential development**

The City of Novato might consider addressing these criteria entering into a public-private partnership:

- **Stewardship**
  - Establish a “Hamilton Sports Park Advisory Committee” to monitor issues and advise the City and the Operator
- **Buffer zones to reduce impact on neighbors**
- **Plan to monitor efficient entry and exiting**
- **Crosswalk and sidewalk safety measures**
- **Designated times for games to begin**
- **PA system cannot be used after 9pm**
- **Prohibiting guest from bringing alcohol into the facility**
- **Selling no more than two alcoholic beverages to each person**
- **Eliminating alcohol sales at the end of the 7<sup>th</sup> inning or one hour prior to closing, whichever comes first**

## Facility Profile

A detailed profile of the proposed Hamilton Fields Sports Park facility follows:

### Hamilton Sports Park

City of Novato, CA

**Facility:** 55 acres Sports Park, 12 acres Community Park



Shown Above: July 7 Concept Plan

#### Facility Features:

4 Baseball/Softball fields—synthetic turf (lights undecided)

- 35,000sf Indoor Baseball/Softball training facility
  - Home for Future Prospect Instructional Baseball
- 500 seat ballfield – synthetic turf and lighted
- 4 Multi-purpose fields for soccer, lacrosse, rugby, and football – synthetic turf
- Concessions
- Fenced

Community Park - 12 acres

- One acre dog park
- 8 Bocce Courts
- Recreational elements *potential*
  - Splash pad
  - Children's play and exercise equipment
  - Picnic facilities
  - Beach volleyball courts
  - Rock Climbing element
  - Outdoor sports courts
- Trail system, including pedestrian and bike paths

#### Lighting

- 2 alternatives presented in EIR for the Sports Park and Community Park
  - Light entire park
  - No lighting

**Adjacent land uses:**

- Wetlands Interpretive Pavilion/Area
- Residential – Newport/Sunny Cove
- Ammo Hill
- Reservoir Hill
- Hamilton Wetlands

**Parking:**

- Main parking lot: 600 spaces
- Community Park parking lot: 60 spaces
- Overall: 660 parking spaces plus additional existing 32 space next to skate park

**Resident Priority and Fees:**

- Gate fee to everyone on weekends (Friday through Sunday, tournament play) except coaches and players in uniform of registered tournament teams--\$6-\$8 per person estimate
- Will charge comparable field rental rate as City charges to leagues on weekdays.
- Under current model, local youth sports team fees at \$15/hr. with rate adjust based on the current rates when the park opens and is subject to field availability.
- Community Access Plan: Developer is meeting with each youth organization and defining use. Tournament fees based on comparable market rates and level of play. Residents will have discounted fees for usage of the training center and fields. Discounted rate is part of the Community Benefit Plan currently in process.
  - No provision in the draft Community Benefit Plan for local tournaments. Provision for three days a year of local community usage of the ballpark for non-competitive events.

**Operation:**

Open year round

- No use after dark unless fields are lighted
- Daylight hours
- Weekends and off school days: 8am-dark

Youth/Adult Training Center: Home for Future Prospects

Instructional Baseball

- 90% Youth Instructional Baseball
- Girl's softball
- Operator has 14 travel teams within organization

Tournaments will be operated by MSA on weekends and market is regional: 47-48 weekends per year. It is intended to have all fields scheduled for use.

Serve alcohol: beer and wine

MSA will maintain Community Park. City of Novato will manage and schedule the park.

**Economic Impact:**

- Weekday and weeknight usage will be largely dedicated to local users
- Weekend uses for tournaments with a regional or state draw. Tournament players and families (tourists) will be primary source of economic impact on weekends. Estimated 48 weekends of tournament play.
- MSA will pay for construction and maintenance of a 12-acre community park.
- There is also estimated an additional 16 weeks of game and practice play for local sports programs.

## 10. Multiplex Facility Profiles

The Sports Management Group profiled eight multiplex sport complexes located in California. The research objective was to gain insight into the planning considerations, issues, and the community benefit derived from the development of a multiplex sports facility. Six of the eight facilities are publicly owned and operated by either a city or a district. Two were developed under a public-private partnership agreement. The profiled facilities are:

### City-Owned Facilities

Fresno Sports Complex - Fresno	110 acres
Hal Bartholomew Sports Park - Elk Grove	46 acres
Huntington Sports Park - Huntington Beach	45 acres
Ken Mercer Sports Park - Pleasanton	103 acres
Alden E. Oliver Sports Park – Hayward	25 acres
Woodland Sports Park – Woodland	60 acres

### City and Private Partnerships

Big League Dreams – Manteca	28 acres
Sportsplex USA – Santee	15 acres

These facilities address their local sport field deficiencies during the week for practice and games. Several of the facilities were built to provide a tournament venue to serve local community needs and generate revenue to offset costs. Other facilities focus on weekend tournament rentals to generate revenue and provide community

field access during the week. All facilities successfully achieved their objective to better serve sports teams and generate revenue from tournament play. The operating model for the two public-private partnership facilities provides some community access to sports fields and/or reduced fees for use.

### Planning Considerations

All facility operators reported minimal concerns from neighbors and these are primarily related to ambient light from field lights, noise from amplified music or public address systems and overflow parking in the neighborhood. Hal Bartholomew Sports Park, Elk Grove; Huntington Central Park Sports Complex, Huntington Beach; Ken Mercer Sports Park, Pleasanton; Alden E. Oliver Sports Park, Hayward; and Woodland Sports Park, Woodland; all have lighted fields and residential neighbors. Ken Mercer Sports Park in Pleasanton has residential neighbors on three sides of the park. All facilities interviewed had some level of lighted fields. Neighbor issues arise even if the residential development occurred after the sports park development. Addressing impacts have worked well for the operators. One operator has incorporated electric service vehicles so not to disturb residential neighbors in the morning.

Mitigation measures include no lights or games after 10pm, creation of buffer zones, and no amplified music. Overflow parking is generally accommodated through shared use of commercial parking

lots. Minimal security issues were reported. Security, parking on the streets, garbage, etc. are not issues for these facilities as operators carefully monitor these potential impacts.

Weekends are fully scheduled during tournaments season with community use on weekdays. Public facilities must identify and communicate the primary objective(s) for the facility. For example, the objective could be to serve community needs or the priority could be to generate revenue through tournaments. Scheduling priorities are guided by the objectives. Providing rental rate sponsorship (reduced rates) of residential youth teams and organizations is a theme across all operators.

These facilities are either master planned within a larger community park setting or designated a public park. Community access to the park for park activities is a consideration in the planning and fee structures of these facilities. This concept is also presented with the Hamilton Sports Park Complex with the addition of a 12-acre Community Park.

All agree their facility contributes to the local economy with the weekend tournaments through overnight stays in local hotels, eating at local restaurants and shopping locally. However, no data is available.

All facilities report a positive and supportive relationship with their respective city or district. Facilities are heavily scheduled during after school hours, evenings and weekends. Generally, fields are underutilized during the weekday until after school hours. Operators report a strong demand in the primary sports of soccer, softball, and baseball for youth and adult leagues teams and tournaments.

Tournaments are typically hosted and promoted by contractors that have rented the fields and ancillary facilities. Tournaments provide a revenue stream for the city and provide local business economic benefit. Operators stressed the importance of being a good steward and neighbors by sharing resources within a larger park setting or with adjacent neighbors. Neighborhoods do appreciate the community park aspects of each of these facilities. Facilities are focused on community needs during the weekdays and tournament needs on the weekends.

## **Public-Private Partnership Case Study**

The private-public partnership models, represented by Big League Dreams and Sportsplex USA in this study, report a successful relationship by the respective cities. Sportsplex USA generates \$160,000 in direct revenue payments to the city while covering all of the maintenance costs (\$250,000). The revenue share agreement with the City ranges from 7% for revenues exceeding \$1.5 million to 9% for revenues exceeding \$3 million. There are no resident discounts, however the youth little leagues receive a free weekend per year for tournaments. The facility is considered a park amenity during the weekday (before 4pm).

## **Case Study - Manteca Big League Dreams**

Big League Dreams USA, LLC is a commercial enterprise that develops sports projects depicting replicas of famous major league stadiums. These include restaurant and bar facilities. Big league dreams generate a return on investment through field rentals, restaurant and bar concessions, tournament hosting, and special events coordination. Projects are developed through private-public partnerships. The parks are municipally owned, and remain a city

asset. Big League Dreams is the operator of these facilities and assumes all financial responsibilities for the management, operations, and maintenance of the park.

Manteca's Big League Dreams opened in 2006. The project is 38-acre with six baseball fields, two club stadiums (restaurants), indoor soccer/multi-purpose structure, four sand volleyball courts, and two children's play areas, batting cages, administration building and maintenance building. Manteca City/agency secured \$20 million in bond funding and viewed the project as an economic activity of primary benefit to its RDA project area. A million square foot retail center was privately developed adjacent to the ballpark, contingent on the development of Big League Dreams project.

The City's Director of Economic Development estimates that 420,000 tourists visit annually. The site is reserved 2 years in advance for tournaments. Community youth leagues are accommodated during the weekdays. Games are scheduled at 2pm and 4:30pm with three hour down times, which are spent at the retail center next door. The City receives a payment of \$310,000

annually with an estimated savings of \$400,000 in maintenance and operational costs. Big League Dreams has a marketing partnership with local hotels and features places to stay on its website. There is significant tournament impact on room occupancy with a 20-point swing on weekends resulting in a 60% - 65% occupancy and added transit occupancy tax to the City. The facility employs 75 staff and with a six field complex can accommodate up to 390 teams playing each week.

The City attributes Big League Dreams with spurring other commercial development, including Costco, Bass Pro, Stadium Retail Center, additional hotels, and a planned destination resort.

*Sources: Don Smail, Economic Development Director, City of Manteca. [dwyatt@mantecabulletin.com](mailto:dwyatt@mantecabulletin.com)*

**The profiles of the eight facilities follow.**

## Facility Profiles



### Big League Dreams

Manteca, CA

**Facility:** 28 acres - opened in 2006

#### Facility Features:

- 20,000sf indoor soccer pavilion
- 6 replica baseball stadiums with AstroTurf infields, grass outfields
- Flag football fields
- Batting cages
- Stadium Club restaurant
- Playground

#### Adjacent land uses:

- Located in low-density area
- Adjacent to shopping center (JoAnn Fabrics, Ross, Chili's, Kohl's, Costco).
- Residential housing 1 mile away
- City owns 100 acres next door and is considering development of a commercial family entertainment center. Goal to create additional regional sports and activities facilities to compliment Big League Dreams and enhance visitors and community members recreational experiences.

**Parking:** 650 spaces

#### Resident Priority and Fees:

##### *Youth Tournament Entrance Fees*

- Patrons 13 years and older pay \$5.00 upon entry and receive a token worth \$1.00
- Players 18 and under participating in a sport pay \$1.00 upon entry and receive a token worth \$1.00
- Spectators 12 and under are admitted free

##### *Adult League and Tournament Entrance Fees*

- Patrons 13 years and older pay \$3.00 upon entry and receive a token worth \$1.00
- Spectators 12 and under are admitted free

\$25 player fee, \$25 team fee (combined \$50 fee)

**Operation:**

- Operated year-round through private-public agreement
- City activities scheduled during the week and special occasions
- Community access before 3pm
- Adult softball and indoor soccer leagues, kickball leagues, tournaments, special events scheduled by private operator
- Annual: 420,000 tourists (double the planning estimate)
- Booked 2 years in advance for tournaments

**Economic Impact:**

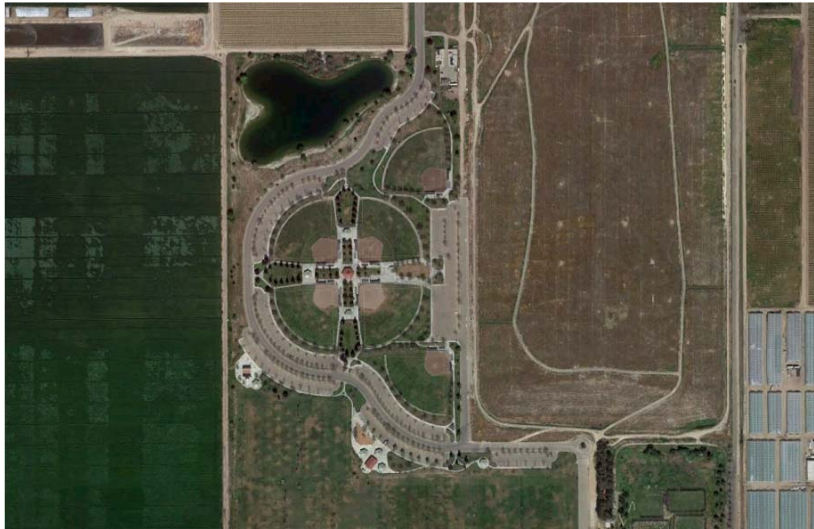
- Part of an economic strategy for the city, which has resulted in the economic development of: Costco, Bass Pro, Stadium retail center (1 million sq. ft.), seven hotels, destination resort – Big Wolf Lodge
- City cost to build: \$27million
  - Revenue sharing with the City
  - BLD pays majority of the operating costs

- “Positive deal all around” – working relationship very positive. Includes limited operations and maintenance responsibilities for the city.
- Since opening City has provided some minor capital upgrades (fencing and gates)
- Treated as a tourist attraction:
  - Traveling teams are part of the mix
  - Iconic community asset that promotes the adjacent shopping center
  - Marketing partnership through websites
  - ROI- Hotel room stays have not been studied; however, there is a significant tournament impact with a 20-point swing on weekends. 60-65% TOT revenue compared to normal 40%.

**General Comments:**

Challenge is finding activities for youth attending that are not involved or interested in the sports elements.





## Fresno Regional Sports Complex

Fresno, CA

**Facility:** 110 acres

### Facility Features:

- All grass fields
- 9 soccer/football fields – 2 are championship size and lighted
- 6 lighted softball/baseball fields
- 2 restrooms
- Fishing Pond
- Concessions building
- 1 children's play area
- 43 picnic tables

### Adjacent land uses:

- Surrounding land use is agricultural

### Parking:

- Estimate 500 parking stalls
- Overflow parking on side streets
- Daily parking fee of \$5 per vehicle (\$3 per vehicle with person 65+)
- Fee is applied to City General Fund and Park Improvements

**Resident Priority and Fees:** No resident discounts

### Priority:

1. City
2. Youth organizations
3. Organizations
4. Seniors
5. Adults

### Operation:

Baseball, softball, soccer

Rugby for University use on 1-2 fields occasionally

Monday – Friday at 75-80% capacity from 6pm-10pm

Weekends: 85% booked

Allow "all nighter" tournaments

Complex is scheduled for events other than sports: band competitions, dog shows, car shows

5-10 weekends

City provides a few tournaments

Remaining tournaments are through field reservations

Fields closed December -February

Softball tournament schedule runs March-December

Tournament directors may charge entrance fee

**Economic Impact:**

- Developed from landfill and regularly monitored for methane gas.
- Private vendor has leased an 11-acre drainage basin from the City and recently opened “The Field” which is a paintball play space
- Primarily Central Valley participations
- Private Group wanted to operate the facility, community did not support
- Complex is subsidized by the City
- Intended as a community resource: “opportunity to develop community”

**General Comments:**

- Traffic congestion when 70 teams tried to arrive for tournament on single lane roads
  - 2 ways to enter
- Retaining walls help defray lights



## Hal Bartholomew Sports Park

Elk Grove, CA

**Facility:** 46 acres - completed in 2010

### Facility Features:

- 4 lighted synthetic turf multi-purpose fields (360ft x 240ft)
- 3 lighted softball/baseball fields(300ft) for Adult Softball and Babe Ruth Baseball
- 4 tennis courts
- Shade structures
- Playground equipment
- 2 restrooms/concessions buildings
- Meeting room

### Adjacent land uses:

- Franklin High School
- Franklin Community Library
- Toby Johnson Middle School
- Residential
- On north: 2 lane busy road
- Access street has a retaining wall

### Parking:

- Two lots with 480 spaces total
- Agreement with High School for overflow and installed adjoining gate

### Resident Priority and Fees:

- Partnership agreement with Sacramento County so can't charge different fees for different residents.
- One rate policy, per field, per hour.
- \$10 per youth player field fee through Elk Grove Youth Sports

### Priority:

- Cosumnes Community Services District programs
- Elk Grove Youth Sports Authority with 9,600-10,000 youth
- Outside renters/tournaments

### Operation:

- Operated by the Consumnes Community Services District
- Grass fields closed during winter
- Primary sports are softball, baseball, soccer, football, bocce
- Primary use times are afterschool and weekends
- Open until 10pm weekdays, use with adult sports in evening
- Built to meet the needs of 10,000 Elk Grove Youth

**Economic Impact:**

- Not primary purpose
- Achieves 70% cost recovery
- 10-15 tournaments annually with 5 additional hosted by the Elk Grove Youth Association
- First time held a Cricket Tournament
- Elk Grove proposing a new 100-acre complex with 14-15 synthetic turf fields, stadium to hold 7,500-10,000, to accommodate major or minor league soccer

**General Comments:**

- Posted signage in 1990 informing land was dedicated for this purpose to alleviate future residential neighbor issues
- Synthetic turf gets too hot to use at times during summer.
  - According to AccuWeather.com, July 2015 summer high temperatures range from 77-108
- No complaints at this time as they monitor noise (amplified music)
- Need more synthetic turf fields due to drought. Faced with two water district mandates for 32% and 28% conservation quotas.



## Huntington Central Park Sports Complex

Huntington Beach, CA

**Facility:** 45 acres - Opened since April 2004

### Facility Features:

- All fields have lights
- 8 softball fields overlaid with 7 soccer fields
- 2 synthetic turf fields-primarily for soccer
- 1 arena turf field (walled in)
- Batting cages
- 2 concession stands
- 2 playgrounds

### Adjacent land uses:

Located within the 350 acre Central Park. Sports Complex is a component of the overall park with amphitheater, picnic shelter, equestrian center, Shipley Nature Center, dog park, amongst others.

- Mobile Homes on South
- Parkland on West
- Civic Library
- Businesses

### Parking:

 Parking fees apply

- \$1.00 daily parking pass
- \$10 daily pass for any vehicle with a trailer or 20 ft in length or longer
- Parking fees may be waived by the City for specific events
- 822 spaces located together

Sports park overflow moves to other parking lots at park. Park overflow caused when Central Park has several park events and Library is open. When all parking lots are full, neighboring city property, which is a dirt lot, is made available.

### Resident Priority and Fees:

- No resident or non-resident fees
- Youth and Senior non-profits discount
- City adult softball leagues have first priority

### Operation:

- Year-round
- 3pm - 11pm M-F
- 10am-7pm Weekends
- Tournament requests received once a year and then allocated
- Scheduled ever weekend except during rainy season for tournament
- Closed for 4 winter months

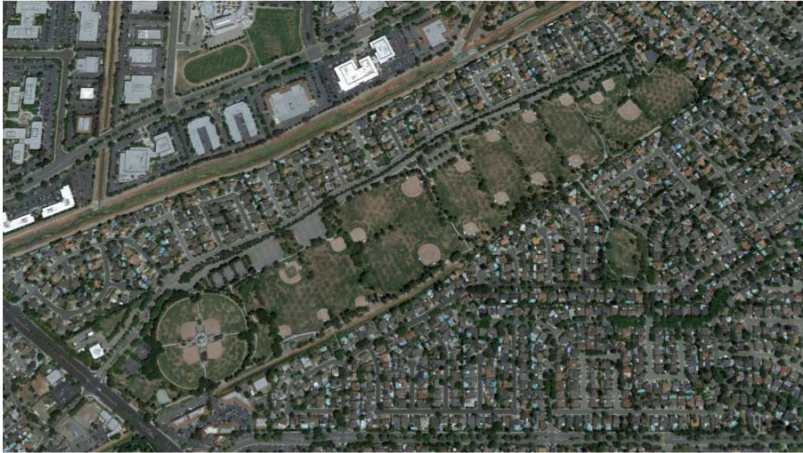
- 4pm-6pm youth practices generally, adult follow until 10:30pm
- Attendance is 400 when all 8 fields are in use
- Arena soccer used 4 nights per week
- Batting cages operated by the City

**Economic Impact:**

- Built through a bond issue
- Covers operating cost of approximately \$550,000 – 600,000 annually
- Does not cover bond of \$1million plus annually
- Brings tourists to community
  - Two-week softball tournament huge positive impact
- Concessions operated through vendor

**General Comments:**

- Noise: had to purchase electric vehicles to complete sport complex maintenance in the am
- Complex built over oil field, landfill, and a small mushroom farm
- Netting added to keep balls within fields
- Portable lights brought in by users—have now regulated this
- First opened, neighbors did not like. Had to develop neighborhood relationships.
- Fields are very quiet before 3pm weekdays
- Be sure to review construction bond to protect over construction issues
- Rotation of fields increases uses by providing rest periods



## Ken Mercer Sports Park

Pleasanton, CA 94588

**Facility:** 103 acres

### Facility Features:

- All grass fields
- 4 lighted Softball Diamonds
- 12 Soccer/multipurpose Fields
- 1 Basketball Court
- 1 Volleyball Court
- Bocce Courts
- Outdoor Hockey Rink
- 2.15 miles of walking paths
- Reclaimed water for fields
- Teams are provided storage areas and share by season

### Adjacent land uses:

- Residential on 3 sides (all are supportive)
- Pleasanton Tennis Complex
- Commercial (Peet's Coffee, and Hopyard Village shopping)
- Easy access from I-680 and I-580

### Parking:

- 712 total parking spaces
- 160-shared spaces for overflow at the businesses
- Use neighborhood streets
- Encourage carpooling

### Resident Priority and Fees:

Residents provided discounted rates

Youth organizations that are co-sponsored receive free use and field schedule priority

Priority:

- Co-sponsored youth groups
- In season sports
- Maintenance
- Games
- Practices
- City Adult Softball play 6 nights per week

**Operation:** Facility is operated by the City of Pleasanton

- Softball, baseball, volleyball, soccer, bocce, walking paths within a public park setting
- Fields are closed December-March
- The 4 lighted softball fields are at the entrance with unlighted fields behind
- Facility is considered a public park
- Facility busy afterschool and weekends
- 8,000 youth sport participants
- Softball field play every weekend March –November
- Est. attendance 200 per hour weekday afterschool

- No one in park after dark
- Fields are assigned to organizations, not by the hour, and the assignment is for the season, through allocation policy
- 200 seating on metal bleachers

**Economic Impact:**

- Facility is subsidized by the City
- No economic driver for this complex; strictly to serve community needs
- City policy to provide free use for co-sponsored non-profit youth groups
  - Must have 75% residents on roster to qualify
  - Groups are responsible for light fees and additional services
- Fee of \$25 per player per season to fund a maintenance contract for use of school district fields
- 55 fields available to all user groups city wide
- Not too many tournaments due to local use; tournaments are fundraisers for local groups
- 3 FTE Parks assigned to complex; approximate cost for maintenance \$11,000 per field

**General Comments:**

- Complex built over phases starting 30 years ago prior to residential
- Residential issues with balls over fences
- Do not allow amplified music
- Do not allow lights on back fields as they would create neighborhood issues
- Parking is a concern and spills over into neighborhoods
  - Work with non-profit groups to address parking

The City is developing a new sports park

- \$16 million project
- 500 setback to address neighbor issues
- Parking lot to act as buffer
- 2 lighted baseball fields and 3 lighted synthetic turf multipurpose fields
- Non-profits to raise \$2 million towards construction
  - Deal they will not be charged for use for 10 years
  - Tournament focus with evening hours





**Alden E. Oliver Sports Park**  
Hayward, CA 94541

**Facility Size:** 25 acres - 11 years old

**Facility Features:**

- 2 synthetic turf fields with lights
- 1 grass soccer field for under 10
- 2 outdoor basketball courts
- 4 grass ball fields with lights
- 2 Concession/restroom buildings with offices
- Picnic/playground
- Maintenance building
- Ticket booth (not desired feature)

**Adjacent land uses:**

- On the western edge of development, approximately one mile from I-880
- Adjacent to railroad line
- Housing development
- Industrial/commercial (Pepsi Bottling Group, Costco)

**Parking:**

- 2 lots – limited street parking during big events
- 335 stalls originally, since restriped for compact cars to make 415 spaces
- Not enough parking, some curb parking
- Use commercial lots for overflow (Pepsi bottling Co., Costco) through informal arrangement
- Parking lot acts as buffer zone to neighbors

**Resident Priority and Fees:**

No resident discount – priority system favors returning teams  
1 flat rate for all softball leagues

**Priority:**

- Hayward Area Recreation and Park District programs
- Resident youth
- Resident non-youth

**Operation:**

- Operated through the Hayward Area Recreation and Park District
- Programs include: baseball, softball, soccer, basketball
- 3 seasons of 26 weeks each
- 250 Teams play M-F
- Grass fields are closed from November-February
- Tournaments operate March – Oct (extend to Nov. if no rain)
  - 24-36 team tournaments per weekend on 4 fields
  - Need more soccer fields
  - Rugby/Cricket/Lacrosse starting to request times: try to find something in the schedule however impacted
  - Adult soccer on Sundays only (informal)
- Attendance 250-400 weekdays, 1,000 on weekends

**Economic Impact:**

- Entrance is free
- Independent contractors/tournament directors may charge a fee
- Seen as an economic benefit and revenue generator; residual economic benefit to the City due to the tournaments
- Host ability important and positive attribute
- City built the facility and provided to HARD through in-lieu funds
- Able to cover costs

**General Comments:**

- Built originally in industrial area
- Residential development over past 2-3 years so new impacts may be realized
- No lights after 10pm
- Maintenance concerns regarding synthetic surfaces – be sure to purchase cleaning equipment with first installment



**Sportsplex USA Santee**  
Santee, CA

**Facility:** 15 acres – Built in 2010 within the 55 acre Santee Town Center Park

**Facility Features:**

- 2 Indoor Soccer arenas with synthetic turf
- 3 Softball tournament quality fields with 300' fences and synthetic turf
- 4 batting cages
- 2,500sf Sports pub
- Spectator seating
- Play area for children

**Adjacent land uses:**

- Located in Town Center Community Park which is overall 55 acres
- Rio Seco School
- Santee Ravens Youth Football
- Santana National Little League
- Cameron Family YMCA.

**Parking:**

- Not enough spaces as not designed for peak use
  - Problem exists when overall park has softball, football, YMCA Aquatics and fitness center, concert occurring on same day
- Overflow at adjacent school and other lots in overall park

**Resident Fees and Priority:**

- No resident discounts
- \$3 entry fee applied to all patrons 18 and over after 4pm
  - \$1.00 token may be applied at concessions
- Youth Little Leagues receive 1 free weekend per year for tournaments

**Operation:**

- Open year round: 4pm – 11pm weekdays  
7am –Midnight weekends
- Soccer and softball games, leagues and tournaments may reserve through 2019
- Hosts over 350,000 people annually
- City studied and chose to have adult softball serviced by Sportsplex USA
- 3 fields operate 6 nights a week
- Draw out of state and Canada. Tournaments every weekend
- Men's and coed league play offered Sunday through Friday
- 234 softball teams per season, 4 seasons per year, for an average of 936 teams
- 125 soccer teams per season, 4 seasons per year, for an average of 600 teams

**Economic Impact:**

- Council considers it an economic boon and paved the way for more business activity
- Chamber of Commerce recognizes facility as a driver to economic development  
Using as tool to bring in national hotel chains
- Financed through a tax increment bond
- Sportsplex USA is expected to generate \$160,000 in direct revenue payments to the city
- City estimates maintenance 'cost avoidance' of \$225,000
- Contract with Sportsplex USA extended through 2019 with following provision:
  - City receives 7% of park's first \$1.5 million in gross revenues
    - 7 ½% revenues exceeding \$1.5m -\$2 mil
    - 8% revenues exceeding \$2million
    - 8 ½% revenues exceeding \$2.5m-\$3m
    - 9% revenues exceeding \$3million

**General Comments:**

- Park developed first then residential
- No buffer to homes
- Balls over fences an issue, installed netting 7o ft. high
- Light and sound issues as open until midnight (finish games by 11pm, close at midnight)
- Noise abatement: no soccer buzzer and turndown speakers
- Considered a park during the day
- Trees growing up to mitigate
- Include in residential development contracts a disclaimer
- No security issues at sports complex, however YMCA fitness center experiences car break-ins
- Consider parking lot as buffer for future uses
- Over 5 years with not one alcohol incident



### Woodland Sports Park

City of Woodland, CA

**Facility:** 60 acres – 8 years old

**Facility Features:** All fields are lighted

- 3 full sized all weather softball/baseball fields
  - Each diamond can accommodate 2 soccer fields
- 1 smaller all weather softball diamond field
  - Accommodates 1 soccer field
- 1 all weather soccer only field (lighted) – 200' x 310' (adult) or two youth fields (195' x 135')
- Fences and bases are adjustable
- Shaded spectator seating
- Field cooling sprinklers which are not impactful on very hot days
- A concession trailer under vendor contract
- 4 row bleacher (55 seats) located at each of three main fields

#### Adjacent land uses:

- Woodland Community & Senior Center (44,000sf) with sport staff offices
- Highway 113
- Farm across street
- Two-lane road separates a one-year old residential housing development

#### Parking:

- 250 parking spaces to accommodate all uses (more in future phases of master plan)
- Shared parking with Community and Senior Center, dog park, walking paths
- Short 150 parking spaces to accommodate current needs
- Overflow parking occurs on side streets and dirt areas

#### Resident Priority and Fees:

- Community Services Department has priority use for their programs and leagues
- Second priority is youth user groups affiliated with the CSD, third is affiliated senior adult groups
- Fourth: School district programs—however they are charged a user's fee. (Not part of a joint use agreement)
- Fifth: Tournaments: Resident youth groups have first priority, non-resident youth groups second priority

Complex is a community park and no fee charged for entrance  
Tournament directors determine if they want to charge admission. They must monitor entrance and not charge a fee to users coming to other portions of the park. City installed the fence in 2014 for this purpose.

Resident discount rate for reservations applied  
Recognized non-profit youth groups (Little League, Soccer) pay a rental fee for the season: \$15 per player enrolled, \$5 additional for non-resident). All teams pay a light fee per a lighting report.

Youth groups are charged an hourly rate if they are hosting a tournament with a majority of non-resident teams. Tournaments per field per day at discounted rate (\$100/day less for residents). Extend that courtesy to school district.

**Operation:**

Facility operated by the Community Services Department. Use is Monday – Friday 6pm-11pm and all day Saturday and Sunday.

- Lights off by 11pm
- Weekday attendance 6pm-10pm over 200
- Weekends hold 8-12 tournaments with 250-300 in attendance

Fields purpose to address youth non-profit field needs for softball, baseball, and soccer

- No demand for lacrosse or rugby
- New users would impact existing field users

Tournaments are scheduled 20-30 weekends from November through Labor Day

- Youth soccer receives rest of weekends for tournaments
- 50% of the tournaments are locally based

**Economic Impact:**

- Positive impact, no way to measure; especially the tournaments drawing outside users into town
- Facility was tax funded through a bond measure
- Complex is subsidized by general fund

**General Comments:**

- Well-used facility. Soccer and softball are the primary sports
- Designed for what the community needs and not able to support regional needs (Manteca, Redding). Estimate would need 5 softball fields.

- Housing Development has resulted in new issues of ambient light from evening play. No games starting after 10pm allowed.
- No traffic or noise issues reported
- Minimal security issues: snack bar break-ins, driving on synthetic turf fields, and parking lot (tailgating) drinking
- Complex includes Community and Senior Center with limited parking. As parking is impacted, rentals have to be managed as a whole—fields, community center, and senior center.
- Dog park on site, however they walk all over during the day creating field issues

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# Appendix

## Current Use Matrix - City Fields

Facility Use	Field	Use	Fall	Spring	Summer
<b>City Fields</b>					
<b>Babe Silva Little League Field</b>	Little League Field	Feb-July, Sept-Oct	Novato North Little League Fall Ball	Novato North Little League	Novato North Little League All Stars
<b>South Hamilton Park</b>	Dunphy Little League Field	Feb-July, Sept-Oct	Novato South Little League Fall Ball	Novato South Little League	Novato South Little League All Stars
	Youth Multipurpose	varies: Fri 9-11, 4-5:30. Sat 9-12 Soccer classes	preschool soccer classes through soccer company	preschool soccer classes	preschool soccer classes
<b>Hamann Little League Field</b>	Little League Field	Feb-July, Sept-Oct	Novato South Little League Fall Ball	Novato South Little League	Novato South Little League All Stars
<b>Hill Recreation Area</b>	Youth Multipurpose	M-F 4-6:30pm /S&S 9am-5pm	Novato Youth Soccer M-F 4-7pm, Sa/Su 9-5pm//School PE 9-2 M-F	Little League Practice 4-6:30 ONLY IN FEB. Lacrosse 4-7 M-F Feb-May//School PE 9-2pm M-F	Novato Youth Soccer use begins Aug 1
	Youth Multipurpose	M-F 4-6:30pm /S&S 9am-5pm//Spring M-F 4-7pm	Novato Youth Soccer M-F 4-7pm, Sa/Su 9-5pm	Novato Babe Ruth-practices 4-7 M-F May-June	
	Multipurpose Field	M-Th 4-7pm	Novato Youth Soccer M-F 4-7pm, Sa/Su 9-5pm	Novato Lacrosse M-F 4-7 Feb-May	Novato Youth Soccer
<b>Marion Recreation Area</b>	Youth Softball		Novato Youth Softball League practices Tu/Th 4-7	Novato Youth Softball League games/practices M-F 4-7, Sa & Su 9-5 Feb-May	Novato Youth Softball League practices Tu/Th 4-7
	Youth Multipurpose		NYSA used to use this 4-7 M-F Aug-Oct	Novato Youth Softball practices M-F 4-7, Sa & Su 9-5 Feb-May	
<b>Slade Park</b>	Neighborhood Youth Multipurpose		Not rented to groups due to lack of parking (removed practice only)		
<b>City Administered Fields</b>					
<b>Indian Valley Campus of College of Marin - IVC Fields</b>	Multipurpose Field #1	M-F 4-6:30pm /S&S 9am-5pm	City of Novato Adult Softball Leagues M-F 6:30-10pm/Novato Youth SoccerM-F 4-6:30, Sa/Su 9-5pm. NYSA in Nov. 4:30-8pm M-F, Sa/Su 9-5pm	City of Novato Adult Softball Leagues M-F 6:30-10pm/Novato Youth SoccerM-F 4-6:30, Sa/Su 9-5pm	City of Novato Adult Softball Leagues M-F 6:30-10pm/Novato Youth SoccerM-F 4-6:30, Sa/Su 9-5pm. Summer camps a few weeks a summer, M-F 9-3
	Multipurpose Field #2	M-F 4-6:30pm /S&S 9am-5pm	City of Novato Adult Softball Leagues M-F 6:30-10pm/Novato Youth SoccerM-F 4-6:30, Sa/Su 9-5pm. NYSA in Nov. 4:30-8pm M-F, Sa/Su 9-5pm	City of Novato Adult Softball Leagues M-F 6:30-10pm/Novato Youth SoccerM-F 4-6:30, Sa/Su 9-5pm	City of Novato Adult Softball Leagues M-F 6:30-10pm/Novato Youth SoccerM-F 4-6:30, Sa/Su 9-5pm. Summer camps a few weeks a summer, M-F 9-3



## Current Use Matrix - NUSD Fields

Facility Use	Field	Use	Fall	Spring	Summer
<b>Elementary Schools</b>					
Hamilton Elementary	Multipurpose field	7 days	Novato Youth Soccer	Novato South Little League	Youth baseball & soccer
Loma Verde Elementary	Multipurpose field	7 days	Novato Youth Soccer, Y2K Adult Soccer	Novato Youth Soccer, Y2K Adult Soccer	Novato Youth Soccer, Y2K Adult Soccer
Lu Sutton Elementary	Multipurpose field	7 days (fall) 5 days (spring)	Novato Youth Soccer	Novato South Little League	Variety of sports camps
	Little league field	5-7 days	Novato South Little League	Novato South Little League	
Lynwood Elementary	Multipurpose field	7 days	Novato Youth Soccer, Novato Heat Softball, Christian Academy	Novato Girls Softball, Novato Christian Academy	Camps, Novato Youth Soccer, Novato Heat Softball, variety of sports camps
Olive Elementary	Multipurpose field	7 days	Novato South Little League		
Pleasant Valley Elementary	Multipurpose field	7 days	Novato Youth Soccer	Novato Little League North	
	Baseball field	5-7 days	Novato Little League North	Novato Little League North	
Rancho Elementary	Multipurpose field	5-7 days	Novato Youth Soccer	Novato Little League North	
	Baseball/multiuse field	7 days		Novato Little League North	
	Little league field	7 days	Novato Little League North	Novato Little League North	Novato Little League North
San Ramon Elementary	Multipurpose field	3-5 days	North Bay, ACES Youth Soccer	North Bay, ACES Youth Soccer	North Bay, ACES Youth Soccer
<b>Middle Schools</b>					
San Jose Middle School	Multipurpose field	5-7(fall), 5 days (spring)	Novato Youth Soccer	Novato Lacrosse Club	
	Baseball field	3-5 days (Fall), 7 days (Spring)	Novato Babe Ruth	Novato Babe Ruth, Novato High Baseball Team	
Sinaloa Middle School	Multipurpose field	5 days	San Marin Youth Football	Novato Lacrosse Club	
	Multipurpose field	5 days	San Marin Youth Football	Novato Lacrosse Club	
	Baseball field	7 days	Novato Babe Ruth	Novato Babe Ruth, San Marin HS Baseball	

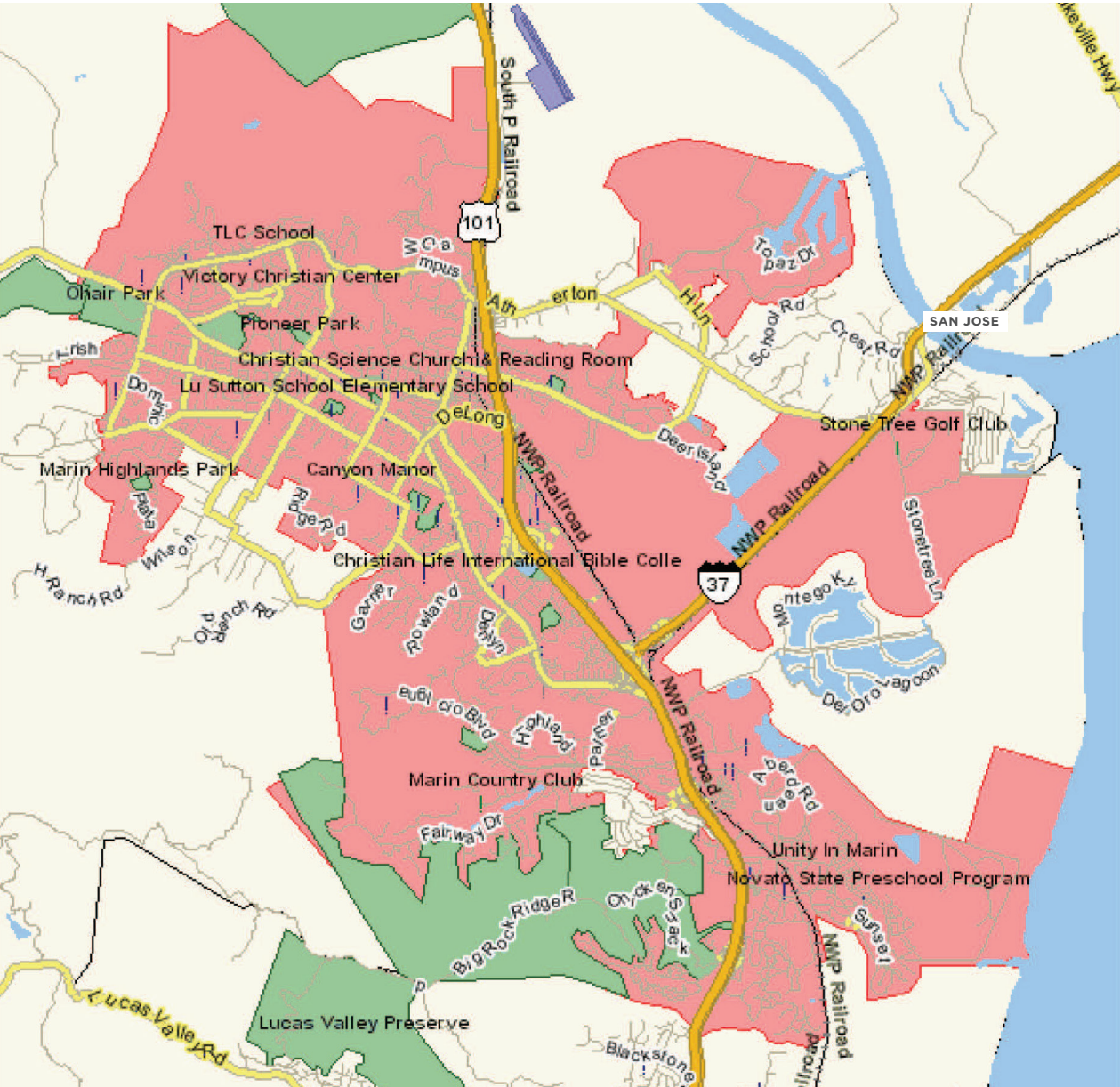
CITY OF NOVATO  
FIELD NEEDS ASSESSMENT

Facility Use	Field	Use	Fall	Spring	Summer
<b>High Schools</b>					
Novato High School	All Facilities		No Use M-F by outside users	No Use M-F by outside users	
	Artificial turf field	7 days all year	High School Teams, Novato Youth Football, Novato Youth Soccer, Novato Lacrosse Club, Novato Adult Soccer League, Marin Soccer League, Deleon Liga Latina, Marin Football Club, Central Marin Soccer Club, Liga Latina, North Bay Youth Soccer League, Play Flag Football, College Lacrosse Club Teams	High School Teams, Novato Youth Football, Novato Youth Soccer, Novato Lacrosse Club, Novato Adult Soccer League, Marin Soccer League, Deleon Liga Latina, Marin Football Club, Central Marin Soccer Club, Liga Latina, North Bay Youth Soccer League, Play Flag Football, College Lacrosse Club Teams	Novato Youth Football, Novato Youth Soccer, Novato Lacrosse Club, Novato Adult Soccer League, Marin Soccer League, Deleon Liga Latina, Marin Football Club, Central Marin Soccer Club, Liga Latina, North Bay Youth Soccer League, Play Flag Football, College Lacrosse Club Teams
	Baseball field			High School Teams, Adult use on Sunday	Adult use on Sun., M-F youth camps
	Multipurpose field		High School Teams, Sporadic outside use	High School Teams, Sporadic outside use	Sporadic weekend outside use and youth camps M-F
	Softball field			High School Softball	
San Marin High School	All Facilities		No Use M-F by outside users	No Use M-F by outside users	
	Artificial turf field	7 days all year	High School Teams, San Marin Youth Football, Novato Youth Soccer, Novato Lacrosse Club, Novato Adult Soccer League, Marin Soccer League, Deleon Liga Latina, Marin Football Club, Liga Latina, North Bay Youth Soccer League, College Lacrosse Club Teams	High School Teams, San Marin Youth Football, Novato Youth Soccer, Novato Lacrosse Club, Novato Adult Soccer League, Marin Soccer League, Deleon Liga Latina, Marin Football Club, Liga Latina, North Bay Youth Soccer League, College Lacrosse Club Teams	San Marin Youth Football, Novato Youth Soccer, Novato Lacrosse Club, Novato Adult Soccer League, Marin Soccer League, Deleon Liga Latina, Marin Football Club, Liga Latina, North Bay Youth Soccer League, College Lacrosse Club Teams
	Baseball field			High School Teams, Adult use on Sunday	Adult use on Sun., M-F youth camps
	Multipurpose field		High School Teams, Sporadic outside use	High School Teams, Sporadic outside use	Sporadic weekend outside use and youth camps M-F
	Softball field		Sporadic youth use	High School Softball, Novato Girls Softball, Novato Heat, MCAL, NCS	Sporadic youth use

# Demographic Report

## City of Novato

Service Area Map - City of Novato



All demographic data provided by Nielsen SiteReports (Nielsen Corporation) unless otherwise stated

## Demographic Report

### POPULATION GROWTH

	NOVATO	%
2000 Census	47,630	
2010 Census	51,904	9.0%
2015 Estimate	54,313	4.6%
2020 Projection	57,046	5.0%

### POPULATION BY AGE

	2010	%	2015	%	2020	%
<b>Children</b>	11,774	22.7%	11,839	21.8%	11,944	20.9%
Under 5	3,050	5.9%	2,986	5.5%	3,068	5.4%
5 to 14	6,710	12.9%	6,770	12.5%	6,607	11.6%
15 to 17	2,014	3.9%	2,083	3.8%	2,269	4.0%
<b>Family Forming Adults</b>	15,915	30.7%	16,083	29.6%	16,651	29.2%
18 to 24	3,310	6.4%	4,064	7.5%	4,858	8.5%
25 to 34	5,417	10.4%	5,273	9.7%	5,430	9.5%
35 to 44	7,188	13.9%	6,746	12.4%	6,363	11.2%
<b>Mature Adults</b>	16,060	30.9%	16,579	30.5%	16,930	29.7%
45 to 54	8,329	16.1%	8,328	15.3%	7,859	13.8%
55 to 64	7,731	14.9%	8,251	15.2%	9,071	15.9%
<b>Retirement Age</b>	8,155	15.7%	9,812	18.1%	11,521	20.2%
65 and over	8,155	15.7%	9,812	18.1%	11,521	20.2%
<b>Median Age</b>	42.6		43.9		44.9	

## Demographic Report

### HOUSEHOLDS

	2010	%	2015	%	2020	%
Total Households	20,365		21,130	3.8%	22,127	4.7%

### HOUSEHOLD INCOME

	2000	%	2015	%	2020	%
Total Households	18,728		21,130		22,127	
< \$25,000	2,680	14.3%	3,061	14.5%	2,896	13.1%
\$25,000 - \$50,000	4,209	22.5%	3,589	17.0%	3,551	16.1%
\$50,000 - \$75,000	4,066	21.7%	3,088	14.6%	2,919	13.2%
\$75,000 - \$100,000	2,623	14.0%	2,582	12.2%	2,682	12.1%
\$100,000 - \$125,000	1,792	9.6%	2,371	11.2%	2,388	10.8%
\$125,000 - \$150,000	1,223	6.5%	1,728	8.2%	1,924	8.7%
\$150,000+	2,135	11.4%	4,711	22.3%	5,767	26.1%
Median Household Income	\$65,218		\$83,007		\$90,823	

### RACE/ETHNICITY

	2010	%	2015	%	2020	%
Total	51,904		54,313		57,046	
Not Hispanic or Latino	41,051		42,252		43,617	
White Alone	34,438	83.9%	34,665	82.0%	34,960	80.2%
Black or African American Alone	1,297	3.2%	1,486	3.5%	1,630	3.7%
American Indian and Alaska Native Alone	108	0.3%	112	0.3%	112	0.3%
Asian Alone	3,327	8.1%	3,910	9.3%	4,596	10.5%
Native Hawaiian and Other Pacific Islander Alone	101	0.3%	101	0.2%	97	0.2%
Some Other Race Alone	179	0.4%	187	0.4%	190	0.4%
Two or More Races	1,601	3.9%	1,791	4.2%	2,032	4.7%
Hispanic or Latino	10,853		12,061		13,429	

**The Sports Management Group**

2607 7th Street, Suite B

Berkeley, California 94710

(510) 849-3090 | [www.sportsmgmt.com](http://www.sportsmgmt.com)