



Colonial Heights City Council Meeting Agenda Item Executive Summary

City Council Meeting

MEETING TYPE: City Council Regular Meeting

MEETING DATE: April 14, 2020

ITEM: Discussion on Chili Peppers Baseball Sponsorship Opportunity and Fireworks at Events

DEPARTMENT: City Manager/Recreation & Parks

PROPOSED ACTION: Staff Discussion and Opportunity for Direction from City Council

BACKGROUND:

Staff has been in discussion with the Tri-City Chili Peppers and Nutrien (agricultural supply company) about the possibility of a field name sponsorship at Shepherd Stadium.

The Chili Peppers and Nutrien have a pending multi-year agreement as it relates to sponsorship and the potential naming of the field at Shepherd Stadium (“Nutrien Field at Shepherd Stadium”). Under the agreement with the City, the baseball organization has the exclusive right to lease advertising space inside the Stadium on the outfield wall and sponsor wall, and subject to approval of the City, on or adjacent to the scoreboard or other areas inside the Stadium.

While the proposed field name sponsorship would be between the Chili Peppers and Nutrien, and the City would need to agree to the field naming concept, Nutrien is offering benefits to the City as well. The proposed program between Nutrien and the City is as follows:

- Vegetation Management / Agronomic consultation at parks and fields provided by Nutrien at no charge - \$100/hour value.
- Donated goods for vegetation management projects provided by Nutrien - \$800 - \$1,000.
- Donated goods to supplement existing turf management program provided by Nutrien - \$800 - \$1,000.
- Nutrien Home Run Challenge (only Chili Peppers home runs for 26 home games) estimated +/- \$6,000. June and July credits will be put on Colonial Heights Recreation and Parks Nutrien account, and City may ‘cash-out’ for other Recreation and Parks needs if requested.
- Future Field Renovations at Shepherd Stadium; once scope of work is defined and approval is given, Nutrien can look at channeling potential resources here – TBD.

The City Peppers also desire to have fireworks shows at two games for the upcoming season (Opening Day and July 3). Staff will provide information on the parameters for the proposed fireworks shows.

BUDGET/FINANCIAL IMPACT:

Funding for this item was: included not included in the current-year budget N/A

RECOMMENDATION: Staff recommends City Council support for the field naming sponsorship opportunity and requested fireworks shows.

ATTACHMENTS: NA

- Staff will be making a detailed presentation on this agenda item at the meeting.
- Staff will provide brief comments and answer questions on this item at the meeting.
- This is a routine procedural item and no presentation is planned for the meeting.

Councilmembers who have any detailed questions or would like to request additional information regarding this item are encouraged to contact the City Manager at their earliest convenience.