



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Julie Edmonds-Mares

**SUBJECT: SPONSORED TRAVEL TO CHINA
FOR PRESENTATIONS AT BEIJING
SPORT UNIVERSITY CONFERENCE**

DATE: April 23, 2012

Approved

Date

4/24/12

RECOMMENDATION

1. Accept invitation from Beijing Sport University to have a speaker at their annual conference held the week of May 10-15, 2012.
2. Approve travel to China for Suzanne Wolf, Acting Deputy Director of Parks, Recreation and Neighborhood Services (PRNS), as the City of San Jose's official representative to the Beijing Sport University conference held in Beijing.

Source of Funds: The Beijing Sport University will pay for travel and accommodation expenses related to the conference.

BACKGROUND

The Beijing Sport University has invited two sports and facility revenue management experts to present lectures in their School of Management. Neelay Bhatt of PROS Consulting, one of the expert speakers, invited Suzanne Wolf, Acting Deputy Director, as the other expert with practical experience to complement the lecture and workshop discussion.

The speaking engagement will include a two-hour lecture to undergraduate students majoring in Sports Management and a two-hour lecture to the participants of the "National Advanced Seminar of Venue Operation" consisting of facility managers throughout China. Additional event participation and workshop facilitation are in the planning phase.

Pursuant to San Jose Municipal Code Section 12.08.030(I), sponsored travel and expenses of a designated City employee do not constitute a prohibited gift under the City's gift ordinance, but must be accepted by the City Council. In addition, travel outside the United States is permitted under the Political Reform Act and is not subject to the gift limits if the travel meets two prongs under Government Code Section 89506 (a)(1). First, the travel must be reasonably related to a legislative or governmental purpose; second, the travel, including actual transportation and related lodging and subsistence, is in connection with a speech given by the official or candidate; the lodging

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and subsistence expenses are limited to the day immediately preceding the day of, and the day immediately following the speech. The payments must be reported by Ms. Wolf on her Form 700 and may subject her to disqualification for 12 months after the date of the payments if the Beijing Sports University comes before the City for business. (FPPC Regulations & I8703.4)

The travel expenses to be provided by the Beijing Sport University for San José's participation are estimated to have a value of approximately \$4,000.

ANALYSIS

A primary goal of the presentation at the Beijing Sport University will be to provide increased visibility on the world stage of the leadership and innovation that is occurring within San José related to sustainable community facility and pricing strategies. Participation in the conference will also have the following benefits for the City of San José:

- The opportunity to learn from practitioners around the world related to sports and community facilities planning.
- Develop international contacts related to community-based facility policies and actions.
- Opportunity to increase recognition of San José's leadership in community and facility planning and its related pricing strategies to decrease reliance on the General Fund.

The Dean of the School of Management at Beijing Sport University has formally invited the City of San José to be represented at the conference, based on Suzanne Wolf's expertise in sports and facility revenue, specializing in program innovation, enhancing public participation and creating revenue generation. Given Ms. Wolf's recent success with the re-opening of Happy Hollow Park and Zoo, the development of the Citywide Sports Fields Study, and her innovative approaches to revenue generation for PRNS, she will represent the City of San José well in this endeavor.

Overall, these benefits are expected to help expand awareness and understanding of the industry leadership San José holds in regard to building sustainable, both economically and programmatic, facilities that meet the needs of active recreation and facility users. Correspondingly, the conference interaction supports the City's goal of achieving a more sustainable, healthy and livable community. All expenses for the event will be reimbursed by the sponsoring agency.

EVALUATION AND FOLLOW-UP

An update will be included in the City Manager's weekly report immediately following the travel period, and the best practices learned from the conference will be subsequently shared to help improve facility, sports and revenue opportunities.

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PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This memorandum requests travel authorization and acceptance for a City of San José representative at the Beijing Sport University annual conference. It does not meet any of the criteria listed above; however, this memorandum will be posted on the City's website for the May 8, 2012 City Council meeting.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

COST SUMMARY/IMPLICATIONS

The Beijing Sports University will pay for travel and accommodation expenses related to the conference. All expenses for the event will be reimbursed at no cost to the City of San José.

CEQA

Not a Project, File No. PP10-069(a) Staff reports.

/s/
JULIE EDMONDS-MARES
Acting Director of Parks, Recreation and
Neighborhood Services

For questions please contact Angel Rios, Acting Assistant Director, at 408-793-5553.