



City Council AGENDA REPORT

DATE: 03/06/2024

AGENDA OF: 03/26/2024

DEPARTMENT: Parks and Recreation

SUBJECT: Pay and Play Equity in Sport Competition Permitting (PR)

RECOMMENDATION: Motion to:

- 1) Adopt a resolution supporting equal playing time, location, venue conditions and prize compensation for sporting events permitted by the City of Santa Cruz; and
 - 2) Direct staff to update the special event permit application language and event permit condition language for sports competition permits.
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BACKGROUND: On September 9, 2019, Governor Gavin Newsom signed into law AB 467, also known as the “Equal Pay for Equal Play” measure. Intended to address long-standing pay disparities in competitive sports, the bill requires sports prize equity regardless of gender as a condition for approving a permit request for any sporting event held on state lands.

In 2020, the City of Half Moon Bay became the first California city to pass an AB 467-aligned resolution supporting equity in professional sports competition.

With the context of AB 467, the Santa Cruz Parks and Recreation Department engaged with Surf Equity, a non-profit organization advocating for equity in professional sports, to better understand the issues and alignment with the department’s desire to advance greater equity in the permitting of sports competitions on City of Santa Cruz public lands.

To uncover potential downstream effects of new permitting requirements, the department surveyed local sports competition organizers to gather their input on the following:

- 1) alignment of City of Santa Cruz municipal permitting conditions with AB 467;
- 2) potential requirements for more equitable sport competition conditions regardless of gender; and
- 3) opportunities to encourage equitable access to sport competition regardless of gender.

DISCUSSION: Survey responses represented local skateboard competitions, surf competitions, triathlons, and bike and running races. With respect to equal prize purses within a specific competitive category, most respondents shared they have already embraced this practice. Respondents also encouraged against mandating specific categories exist within a competition event. Rather, the emphasis should be placed on equitable conditions and prize purses for the

event's planned competition categories given the breadth and diversity of sporting events permitted by the City.

Given the feedback from the local sports competition community, the Parks and Recreation Department recommends the following to improve pay and play equity in sporting events permitted by the City:

1) A resolution supporting equal playing time, location, venue conditions and prize compensation for sporting events permitted by the City of Santa Cruz ("Resolution Pay Equity Sport Permitting");

2) Update the special event permit application language to include the following language:

“For Sports Competitions held within the City of Santa Cruz:

I agree to comply with City of Santa Cruz City Council Resolution No. _____ Supporting Equity in Sports Competitions Held Within the City, which requires that for competitions held solely on land, property, or facilities owned and operated by the City of Santa Cruz, that the sporting event have equal playing time, location and prize compensation for each gendered category at each participant level.”

3) Add the following conditions to all sports competition permits issued within the City of Santa Cruz:

- “Permittee will guarantee all prizes to be awarded.”
- “Permittee will guarantee competition will provide equal playing time, location, and prize compensation for each gendered category at each participant level.”

Staff request City Council adoption of the proposed resolution and direction to advance the above referenced updates, which will be a meaningful step towards alignment with AB 467 and greater equity in sports competition permitting.

Health in All Policies

The proposed changes align with the equity pillar of Health in All Policies and with the Parks and Recreation mission to foster equity. They will also help remove the possibility of sports event permits contributing to unfair, avoidable, and unjust differences in sports competitions that take place within the City of Santa Cruz.

FISCAL IMPACT: None.

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Approved By:
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City Manager

ATTACHMENTS:

1. RESOLUTION PAY EQUITY SPORT PERMITTING (PR).DOCX