



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** April 26, 2016
From: Lori Lamson, Assistant Town Manager **Item No:** 13
Subject: EQUESTRIAN RIDER CHALLENGE PROGRAM
T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

Provide direction to staff regarding:

1. Continuation of Rider Challenge Program
2. Identify funding source
3. Adopt Budget Amendment

SUMMARY:

The Equestrian Advisory Committee (EAC) has requested that the Town Council consider formalizing the Apple Valley Rider Challenge program. The EAC created the program which started in 2014. The purpose of the program is to encourage use of the public equestrian areas and trails within Apple Valley. Due to the monetary transactions that occur for this program, the Town Attorney has advised staff that the program must be adopted by the Town Council and operated through the Town administration.

The annual program begins May 1 of each year. The cost of the program is \$10 which entitles the rider to a shoulder patch, identifying the Rider Challenge program and the year. The \$10 covers the cost of the patch. The riders keep a log sheet of the hours that they ride in open areas or trails within the Town of Apple Valley. Riders are expected to monitor their time on the honor system. Log sheets are turned in to the Committee Member in charge of the program. Participation in the program is open to anyone in the public.

At the end of the year, the top four (4) individuals with the most hours logged are awarded cash prizes. The following cash prizes are given out annually:

- 1st place - person with the most hours - \$300
- 2nd place person - \$200
- 3rd place person - \$100
- 4th place person - \$50

Additional patches are provided to riders that reach 100, 200 and 300 hours, regardless of where they place in the rankings of participants. The funds for running this program are provided by donations; specifically Mr. Ray Sims has contributed the \$650+ annually.

Because this program is operated by the EAC and is identified as a Town program, the Town Council must formally adopt the program. For liability purposes, the participation fees and the funding needs for cash awards must be administered by the Town, rather than through the Committee. This would allow the monetary transactions to be audited and operations of the program under Town administration.

If the Town Council would like to continue the program, the funding source needs to be identified. The program could continue to operate with donations, with the understanding that if the donations are not contributed, the program would end or would have to find alternative funding sources.

Last year there were thirteen (13) participants in the program. Attached is a copy of the program description which was developed by the EAC.

FISCAL IMPACT:

The cash award for the program participation is \$650. This does not include the staff hours for accepting and processing rider challenge enrollment forms. The cost of additional patches for 100, 200 and 300 hour annual riderships is also not included in the \$650.

Staff would advise against using General Fund money or other types of public funding due to the fact that this could be considered a gift of public funds and is also open to the general public, regardless of their residency in the Town of Apple Valley.

This program would require a Budget Amendment.

ATTACHMENTS:

1. Apple Valley Rider Program Description and Enrollment Form
2. Budget Amendment



The Apple Valley Rider Challenge program, sponsored by the Equestrian Advisory Committee, is to encourage greater equestrian usage of the designated areas here in Apple Valley and to recognize participants level of achievement as they strive to obtain 300 hours, riding or driving time within a twelve month period starting May 1 through April 30.

To those who enjoy spending time with their horse on the trail or in the arena. To those who've been looking for that added something to spark their motivation. To those who value the opportunity and facilities this community has to offer, the rider challenge is for you. Whether riding by yourself or with others, you can make every outing have a purpose and every hour count.

For more information please access www.applevalley.org or call Ray Sims, EAC Chairman at (760)247-0313.

Project: Apple Valley Rider Challenge

2015-2016

As equestrian owners and recreationalist here in Apple Valley we have areas for keeping horses, a trail system, open areas, and an equestrian park. For these areas to continue to be developed, expanded, and maintained, they must be used regularly and often. Or as our town's growth continues to develop, these areas we enjoy using will, as we've seen in the past, be reduced, cut off, or discontinued. The Apple Valley Rider Challenge encourages greater use of these areas.

A.V.R.C.'s specific purpose is to:

1. Increase equestrian usage in the designated areas in Apple Valley.
2. Recognize rider's level of achievement as they strive to obtain 300 hours riding time within a 12 month time period.

This program is equally open to driving horses.

How it works:

Upon receipt of enrollment application and fee (\$10.00) participants will receive one AVRC shoulder patch and 12 monthly log sheets.

It's the rider's responsibility to be truthful and accurate in recording the date, location and length of time of each ride on their monthly log sheets.

At the end of each month participants send their log sheets into the program recorder who will keep track of rider's hours, standings in the program and file the log sheets.

As each rider's hours accumulate they will receive a corresponding patch when they reach 100 and 200 hours. Then a special patch when they reach their goal of achieving 300 hours.

Due to the unfortunate delay in this year's AVRC start up, the cash prize normally reserved for the four participants who've accumulated the most time over 300 hours will this year be awarded to the four participants with the most hours logged in the program regardless of the 300 hour goal.

Cash Award:

Person with the most hours	\$300.00
2 nd Person with the most hours	\$200.00
3 rd Person with the most hours	\$100.00
4 th Person with the most hours	\$50.00

In the event of a tie, the cash prize will be equally divided among the persons with matching hours.

Rules:

1. The Apple Valley Rider Challenge takes place within the designated area of Apple Valley over a 12 month period starting May 1 thru the following April 30.
2. Participants must enroll in the program before they can start their riding hour count. No riding time before enrollment can be used.
3. People can enroll in the program at any time during the 12 month period.
4. Riding hour count cannot start before May 1 and ends for everyone, regardless of enrollment date, midnight 2400 hours April 30. There is no carryover of time from one 12 month enrollment to the next.
5. An enrollment is good for only the current 12 month period. To participate in the next 12 month period, riders must renew their enrollment and start their hour count anew from zero.

Note: Partial hour recorded as: 15 minutes as .25, 30 minutes as .50, and 45 minutes as .75.

The Designated Area:

Participants may only count their time ridden within the designated area of Apple Valley that is open to the public. Properties, arenas, and bridle paths not open to the public's use may not be included; because, such areas do not increase usage of our open space, trail system, or equestrian park.

The designated area (refer to map) follows Apple Valley's town boundary. In three areas the designation extends beyond town boundary to include proposed lifeline trails and to access Horseman's Center.

The AVRC not only generates activity but encourages and rewards riders to strive toward their goal. Now every ride is important and riders will be motivated to get out more often.

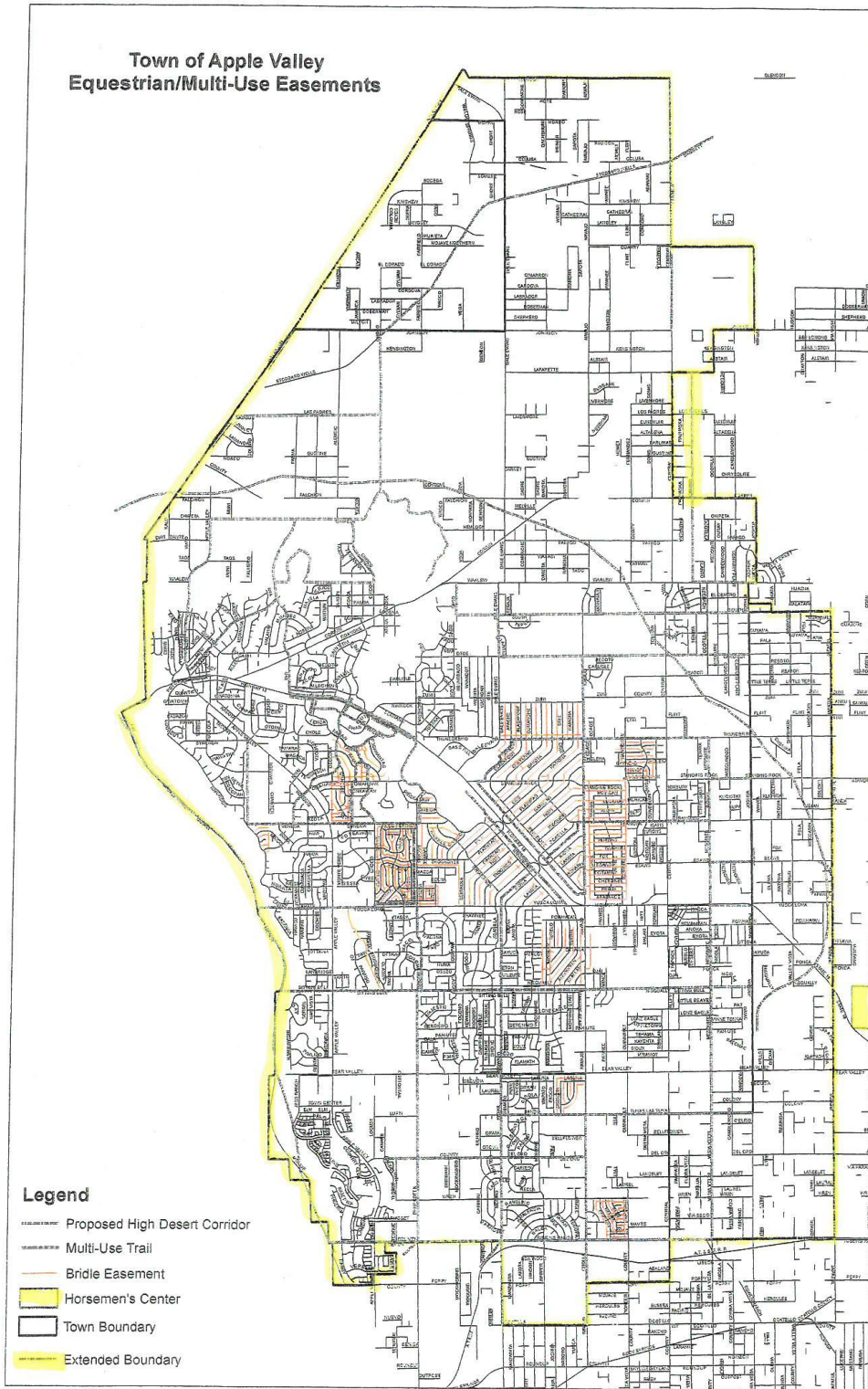
The goal of participants in the AVRC is to:

1. Accumulate 300 hours riding time
2. Within the designated area of Apple Valley
3. During a 12 month period

This project goes a long ways toward fulfilling the mission of the Equestrian Advisory Committee to preserve and maintain Apple Valley's equestrian heritage and to promote equestrian activities.

**“For those who like to ride,
Let the riders ride”**

**Town of Apple Valley
Equestrian/Multi-Use Easements**





Enrollment Program Application

Sponsored By
Equestrian Advisory
Committee

Name: _____

Address: _____

Town: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Enrollment Fee \$10.00 _____ Enrollment Date: _____

Send Check or Money Order

Mail to: A.V.R.C. C/O Ray Sims, 92772 Tesquge Rd. Apple Valley, Ca 92308
Ray Sims, Program Recorder: 760.247.0313



TOWN OF APPLE VALLEY

BUDGET AMENDMENT REQUEST

Requesting Department	Prepared By	Date Prepared
Community Development	Lori Lamson	April 26, 2016

REVENUES AND OTHER FINANCING SOURCES

Account Description	Fund	Dept	Account No.	Amendment Amount
Community Resources Foundation			TBD	700
Equestrian Advisory Committee				
REVENUE TOTAL				700

EXPENDITURES AND OTHER FINANCING USES

Account Description	Fund	Dept	Account No.	Amendment Amount
Community Resources Foundation			TBD	700
Equestrian Advisory Committee				
EXPENDITURE TOTAL				700

PURPOSE

To provide a funding source for the Rider Challenge Program administered by the Equestrian Advisory Committee through the Community Development Department

Department Director	Date	Finance Mgr. / Dir.of Finance	Date

Town Manager	Date	Entered by	Date