



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**July 19, 2022**

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**TOPIC:** Grant Agreement for Installation of Mini Pitch Soccer Field at Cesar Chavez Campesino Park

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**AGENDA TITLE:**

Grant Agreement with Streetfootballworld to install a Mini-Pitch Soccer Field at Cesar Chavez Campesino Park

**RECOMMENDED ACTION**

Authorize the City Manager to execute a Grant Agreement with Streetfootballworld for the installation of a Mini-Pitch Soccer Field at Cesar Chavez Campesino Park, valued at approximately \$150,000 with no installation cost to the City, for the period July 19, 2022 through July 19, 2032, subject to non-substantive changes approved by the City Manager and City Attorney.

**DISCUSSION**

Streetfootballworld is a nonprofit organization representing the world's largest community of organizations implementing programs in the field of football (known in the USA as soccer) and sport for good. Nearly two decades of building and implementing social impact strategies through sports—and particularly soccer—in cooperation with a wide range of partners from the soccer industry, sponsors, governments, and private partners. The Streetfootballworld network is an initiative created by the organization to connect and empower community organizations using soccer in specific, and sport in general, as a tool to drive social impact.

Consumers enjoy PepsiCo products more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$70 billion in net revenue in 2020, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, Tropicana, and Soda Stream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than \$1 billion each in estimated annual retail sales.

Union of European Football Foundation (UEFF) is the governing body of European football and has been supporting initiatives and programs that help children in difficult circumstances, working with numerous different partners to develop projects across Europe and beyond. The foundation aims to help children and safeguard their rights.

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Sports and soccer in particular, provide support in the areas of health and children's education, as well as promoting access to sporting activity, facilitating children's personal development and fostering the integration of minorities.

In partnership with UEFF and Streetfootballworld, PepsiCo has launched a global initiative (Lay's RePlay) to transform empty chip bags into sustainable artificial turf fields (AKA soccer pitches). Each field is created with a shock-absorbing layer called Ecocept™, which is formed when reclaimed chip packs are converted into rubberized pellets. Both the turf and the Ecocept™ layer are 100-percent recyclable, with each pitch producing up to 128 tons fewer greenhouse gas emissions than a standard synthetic pitch. That's equivalent to taking up to 27 cars off the road for one whole year.

The City of Santa Ana has been selected to be part of Lay's RePlay project. Lay's RePlay has already installed soccer pitches in the following cities: Johannesburg, South Africa; Leicester, United Kingdom; Moscow, Russia; Istanbul, Turkey, and Sao Paulo, Brazil. The City of Santa Ana will be the first location in Northern America to have the Lay's RePlay project soccer pitch installed. The City has selected for this facility to be installed at Cesar Chavez Campesino Park.

The following terms are incorporated into the agreement:

## Installation of Soccer Pitch:

- Streetfootballworld, with Greenfields, will install the soccer pitch, which will include lighting and fencing, valued at approximately \$150,000. Funding is provided by Frito-Lay Trading Company and UEFA Foundation for Children.
- City shall not pay any amount for installation.
- After installation, the City is to commit for a period of ten years to make the facility available, on mutually agreeable dates, to PureGame (an Orange County Nonprofit Youth Sports Organization) for programming.
- The City will be responsible for maintenance of the facility.

## Branding of Soccer Pitch:

- Branding requirements will be in place for a period of 10 years from the date of completion of installation.
- City agrees to allow certain specified branding elements to remain permanently affixed to the facility. These branding elements include on-turf branding consisting of a center circle with the Lay's logo and a rectangular UEFA Foundation for Children logo.
- City agrees that side panels and rebound walls of the Pitch will be branded with the logos of Streetfootballworld, Lay's RePlay, and/or UEFA Foundation for Children.

Limit on Advertising/Promotion:

- For the first 12 months after completion of installation, City agrees not to promote any activities on the facility at the Park funded by commercial sponsors other than PepsiCo.
- For the first ten years after completion of installation, City agrees not to promote any activities on the facility at the Park funded by any company selling packaged snacks or soft drinks.

Term:

- The Grant Agreement is for a period of ten years and may be extended by a writing signed by the City Manager and the City Attorney, unless terminated earlier in accordance with Section 15 of the agreement.

**ENVIRONMENTAL IMPACT**

There is no environmental impact associated with this action.

**FISCAL IMPACT**

The City shall not pay any amount for installation of the field. The fiscal impact associated with this action is related to the ongoing maintenance of the field, estimated at \$10,000-\$20,000 per year. Maintenance of the field will be performed through a combination of Park Maintenance staff and contracted services.

Funds are budgeted and made available in the following account:

<b>Fiscal Year</b>	<b>Accounting Unit-Account #</b>	<b>Fund Description</b>	<b>Accounting Unit, Account Description</b>	<b>Amount</b>
FY 22-23	01117651-Various	General Fund	Park Maintenance Service Enhancement, Various	\$10,000-\$20,000 Annually

**EXHIBIT(S)**

1. Agreement

Submitted By: Hawk Scott, Executive Dir. of Parks, Recreation and Community Services

Approved By: Kristine Ridge, City Manager