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foothill community built on California's rich gold rush history.*



## City Manager's Report

December 9, 2025, City Council Meeting

Prepared by: Denis Nishihara, Director of Community Services

Item#: 12.7

**Subject:** Consider increasing the Youth NFL Flag Football early bird player registration fee by \$2.00 from \$187.00 to \$189.00 per player effective February 9, 2026, and increasing the Youth NFL Flag Football post early bird player registration fee by \$2.00 from \$197.00 to \$199.00 per player effective February 9, 2026.

**Recommendation:** Adopt a resolution:

- 1.) Increasing the Youth NFL Flag Football early bird player registration fee by \$2.00 from \$187.00 to \$189.00 per player effective February 9, 2026; and
- 2.) Increasing the Youth NFL Flag Football post early bird player registration fee by \$2.00 from \$197.00 to \$199.00 per player effective February 9, 2026.

**Purpose:** To increase fees for the City's Youth NFL Flag Football Program to offset rising associated expenses.

**Strategic Plan Strategy:** Fiscal Stability/Sustainability: 2a. Strategy –Increase Revenue-Complete update of the Master Fee Schedule and maintain it going forward.

**Background:** The Youth NFL Flag Football League has been a popular program conducted by staff and volunteer Coaches since 2022. The program started out with 12 teams and grew to 23 teams in 2024. This program is offered to over 200 participants aged 5-14 years old. Included in the cost of the league, each child receives a set of flags, a reversible jersey, 10 practices, 8 games, and each player on the 1<sup>st</sup> place team in each division will receive an award. Practices are held at Lions Park during the week, and games are facilitated at El Dorado High School on Saturdays. The City's Youth NFL Flag Football League operates from April through June. Program registration starts in February. During the past 2 years there was an average of 191 players participating in 22 teams. Youth NFL Flag Football League registration fees were last updated on December 10, 2024.

On January 1, 2026, California's minimum wage will increase by \$0.40 from \$16.50 per hour to \$16.90 per hour. However, the costs of jerseys will not increase this season. This increase will have a financial impact on the City's Youth NFL Flag Football program's direct cost. It is important to note administrative overhead costs are not included in the program enrollment fee. This report was not presented to the Recreation and Parks Commission due to the fixed standard of the minimum wage requirement.

**Discussion:** To establish a revised league fee, Staff surveyed benchmark agencies (see Attachment B), analyzed current user data, and attempted to establish a fee to generate additional revenue without decreasing program participation while remaining fiscally balanced. Staff recognize the importance of

sustainable recreation programs. This action supports efforts to maintain balance between revenue and direct expenditure within the program.

The following table shows the actual number of players and teams over the past two years and the projected numbers for Fiscal Year 2025/2026:

	<b>2023-24 Fiscal Year Actual</b>	<b>2024-25 Fiscal Year Actual</b>	<b>Projected 2025-26 Fiscal Year</b>
Number of Teams	23	23	23
Number of Players	194	193	194

To recruit volunteer coaches and express appreciation for their significant time and effort, each head coach receives a full waiver on their child's registration fee. During the 2025 season, 23 players benefited from these waivers

The following table shows the anticipated costs before and after the minimum wage increase:

	<b>2024/2025 Costs</b>	<b>Projected 2025/2026 Costs</b>	<b>Total Increase</b>
Part-Time Personnel Costs	\$6,173	\$6,322	\$149
Awards	619	650	31
<b>Total Increase</b>	<b>\$6,792</b>	<b>\$6,972</b>	<b>\$180</b>

The increased expenditure will negatively impact the Recreation Division's annual operating budget for the 2025-26 fiscal year. To offset these additional costs in the Youth NFL Flag Football League, staff recommend increasing league registration fees. This adjustment aligns City's fees with benchmark agencies. (see Attachment B)

The following table shows the total projected revenue increase based on the proposed \$2.00 fee increase and last season's 171 paid participants:

<b>2024-2025 Paid Participants</b>	<b>2025-2026 Additional Expenditures</b>	<b>2025-2026 Additional Revenue</b>
171	\$180	\$342

**Options:**

- 1.) Increase NFL Flag Football Registration fees as recommended by staff.
- 2.) Do not approve registration fee increases and provide direction to staff.

**Environmental:** Tonight's action is not applicable.

**Cost:** There is no cost associated with tonight's action.

**Budget Impact:** This recommendation for a fee increase supports fiscal sustainability for the Youth NFL Flag Football. Self-supporting programs are based on matching participation levels. Total league expenses include contractual costs for game officials, Teamsideline website, When-2-Work App, Active Net fees, facility costs, other materials and supplies, such as but not limited to footballs, pylons, trophies, printed certificates, etc.

Attachment A - Resolution

Attachment B – Fee Comparison

Attachment C – Proposed Fee Schedule

A handwritten signature in blue ink, appearing to read "Dave Warren", written over a horizontal line.

Dave Warren, City Manager

A handwritten signature in blue ink, appearing to read "Denis Nishihara", written over a horizontal line.

Denis Nishihara, Director of Community Services

**ATTACHMENT B****AGENCY PROGRAM FEE COMPARISON  
AS OF OCTOBER 2025**

<b>City of Placerville Proposed</b>	<b>City of Folsom</b>	<b>Auburn ARD</b>	<b>El Dorado Hills CSD</b>
<b>Registration Fee \$199.00</b>	Registration Fee \$221.00	N/A	Registration Fee \$210.00
<b>Early Bird Fee \$189.00</b>	Early Bird Fee \$205.00		

**ATTACHMENT C****City of Placerville  
Community Services Department****Proposed Fees for NFL Flag Football  
Fees to be effective February 9, 2026**

	<b>PROPOSED FEES</b>
Registration Fee	<b>\$199.00</b>
Early Bird Fee	<b>\$189.00</b>
Coaches Child	<b>Free</b>