



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 18, 2013

TO: Mayor and Council members

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Renewal Of Agreement With Major League Softball

RECOMMENDATION:

That Council authorize the Parks and Recreation Director to execute a two-year agreement with Major League Softball, Inc. (MLS), to perform adult softball league services.

DISCUSSION:

Background

MLS has been under contract with the City since August 24, 2004, to provide adult softball league programs for the Parks and Recreation Department. In 2011, staff determined that after six years and two contract extensions with one service provider, there was a good opportunity to once again publicly request proposals for the future operation of adult softball league programs.

Although there was initial interest by several parties, the Request for Proposals resulted in only one formal submittal. The MLS proposal met the requirements and expectations for operating these services for the City. MLS has provided adult softball program administration and ball field maintenance services since 1986, and currently serves 27 cities and six counties in Southern California.

Since 2004, MLS has provided the City softball program with registration services, infield maintenance, league coordination, staffing, computerized scoring, and statistics for four seasons per year. MLS staff has also been available to complete any additional field improvements as needed by the Parks Division. The agreement with MLS has permitted the Department to continue to provide a quality adult softball program, while keeping the fees competitive and affordable for program participants. The Parks and Recreation Department has great confidence in MLS continuing to provide quality adult softball league services in this community.

MLS Performance

During the most recent contract period 2011–2013, MLS at the request of staff, has exceeded the maintenance and repair requirements contained in the agreement. Through a cooperative partnership, good timing, and strong communication between the City and MLS, additional field repairs and rehabilitative measures were accomplished at Pershing, Cabrillo, and Dwight Murphy Parks. The entire perimeter border at Dwight Murphy Park was removed, leveled, and replanted to re-establish a clean, uniform perimeter border to alleviate any safety concerns from an uneven playing surface. Through a joint effort that included Santa Barbara City College, the Pershing Park infield was completely re-graded to promote optimal drainage for faster rain recovery. The cost for MLS to complete these projects was \$13,200.

The chart below outlines the participation numbers in MLS programs since 2004. Competition for softball teams in the Santa Barbara area remains fierce, but MLS has made strides in increasing their team numbers over the last nine years. Expectations remain positive for continued team participation growth as a result of the improved infield playing conditions, and new sport field lighting at Dwight Murphy and Cabrillo Park.

Adult Softball Total Team Participation:

MLS Adult Softball Participation									
	FY 05	FY 06	FY 07	FY 08	FY 09	FY 10	FY 11	FY 12	FY 13
Total Teams	241	210	194	217	226	220	262	249	235

MLS President Dave Johnson, his staff, and Parks and Recreation staff have maintained open lines of communication and developed good working relationships over the last nine years.

BUDGET/FINANCIAL INFORMATION:

Revenue received from MLS has helped to partially offset budgeted utility costs for lights and a portion of the outfield maintenance provided by the Parks Division. In Fiscal Year 2012, the City received \$31,000 from this agreement, and that amount has also been included as the Fiscal Year 2014 revenue target. The MLS agreement continues to provide a more cost effective option for the Parks and Recreation Department to implement the Adult Softball program.

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SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office