



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 30, 2015

TO: Mayor and Councilmembers

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 at an annual cost of \$28,000 in Fiscal Years 2016 and 2017.

DISCUSSION:

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, the Parks and Recreation Department publicly solicited proposals for the future operation of adult softball league programs. MLS was the only respondent with a formal proposal that met the requirements and expectations for operating these services for the City of Santa Barbara Parks and Recreation Department. The current agreement provides for a two-year extension period. The proposed agreement would expire on June 30, 2017.

MLS has provided adult softball program administration and ball field maintenance services since 1986, and currently serves 28 cities and five 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 2013–2015, 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, and Cabrillo ball fields. The cost for MLS to complete these projects was \$9,000.

The chart below outlines the participation numbers in MLS programs since 2004. A recent survey by staff shows participation in adult softball leagues is slightly down across the State. This trend, combined with fierce competition from Elings Park for softball teams in Santa Barbara, is challenging. Expectations remain positive for continued team participation and growth as a result of a plan to increase marketing and the development and implementation of a seasonal softball tournament program.

Adult Softball Total Team Participation:

Fiscal Year	FY 05	FY 06	FY 07	FY 08	FY 09	FY 10	FY 11	FY 12	FY 13	FY 14	FY 15
Total Teams	241	210	194	217	226	220	262	249	235	229	212

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

Although participation in adult softball recreation leagues is down regionally, MLS continues to evaluate and enhance programming to maximize participation. 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. The MLS agreement continues to provide a more cost effective option for the Parks and Recreation Department to implement the Adult Softball program.

BUDGET/FINANCIAL INFORMATION:

The revenue and expense related to services provided by MLS are included in the Parks and Recreation General Fund Fiscal Year 2016 budget.

A copy of the agreement is available for public review in the City Clerk's Office.

PREPARED BY: Rich Hanna, Recreation Manager
 Jeff Smith, Recreation Sports Supervisor

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

APPROVED BY: City Administrator's Office