



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 7, 2016

TO: Mayor and Councilmembers

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Personal Services Contract With iSurf, A California Corporation, For Provision Of 2016 Youth Traveling And Adult Surf Camps

RECOMMENDATION:

That Council authorize the Parks and Recreation Director to execute a personal services agreement with iSurf, a California Corporation, in an amount not to exceed \$45,000, for the provision of 2016 Youth Traveling and Adult Surf Camps.

DISCUSSION:

Background

The Recreation Division of the Parks and Recreation Department (Department) offers twelve one-week surf camps in summer and fall that are organized and delivered by a third-party contractor. iSurf has provided the Youth Traveling Camp for the Department since 2013, and fostered a successful program projected to produce more than \$35,000 of revenue in Fiscal Year 2016. The Youth Travelling Surf Camps serve youth ages 5 through 17, while new Adult Surf Camps provide similar opportunities for individuals 18 years of age and older.

Department camps offer a balance of instruction and fun. The iSurf Youth Travelling and Adult Surf Camps fulfill a niche previously not offered by the Department or by other camp providers in a highly-competitive market. Over the past three years, this camp has delivered positive results, including providing participants with the opportunity to learn new skills, understand aquatic safety, and develop an enhanced respect for the ocean and the sport of surfing.

When iSurf first delivered surf camps for the Department in 2013, the Camp had two sessions with a total of 12 youth participants. Since that time, in collaboration with the Department, iSurf expanded the program significantly with increased camp offerings, and youth participants now average of 100 per year. The Adult Surf Camp component is new for Summer 2016.

Method of selection

The Department recommends that the City enter into an agreement with iSurf. iSurf has a consistent track record of providing high-quality camp programs. In the last three years, the program expanded fivefold.

iSurf's General Manager, Mr. Thomas Oretsky, is well placed to continue expanding and delivering the Youth Traveling and Adult Surf Camps. Prior to starting iSurf, Mr. Oretsky managed a surf camp for 10 years. Through his experience and background, he developed the iSurf program and also established connections with top equipment suppliers to procure surfboards and wetsuits for the program. These relationships provide iSurf the flexibility to adjust to varying camp participation levels and provide quality equipment at no additional cost to the participants. Mr. Oretsky's connection with the local surf community enables him to recruit quality and inspirational staff to deliver this program.

iSurf works collaboratively with the Department to market the Youth Traveling and Adult Surf Camps and grow the program. iSurf has agreed to provide up to thirty scholarships in 2016, through their "Surf Like a Girl" program at a significantly discounted rate. iSurf's commitment to providing quality instruction in a fun and positive environment has resulted in above-average participant retention year after year.

This agreement is for 2016 Youth Traveling and Adult Surf Camp programming, ending December 31, 2016.

BUDGET/FINANCIAL INFORMATION:

The Parks and Recreation Department has sufficient budget appropriations in Fiscal Year 2016 and recommended for Fiscal Year 2017 to cover the cost of the contract.

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

PREPARED BY: Rich Hanna, Recreation Manager

SUBMITTED BY: Jill E. Zachary, Parks and Recreation Director

APPROVED BY: City Administrator's Office