



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: April 12, 2011

TO: Mayor and Council members

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Adult Softball League Services 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:

MLS has been under contract with the City since August 24, 2004, to provide adult softball league programs for the Parks and Recreation Department. The previous agreement was extended for two consecutive two-year terms prior to expiring on June 30, 2010. The Parks and Recreation Department determined that after six years with one service provider this would be a good opportunity to publicly request proposals for the future operation of adult softball league programs. A letter of agreement extended the relationship with MLS through March 31, 2011 to allow that process to conclude.

Although there was initial interest by several parties, the Request for Proposals resulted in only one submittal. The MLS proposal met the requirements and expectations for operating these services for the City of Santa Barbara Parks and Recreation Department. MLS has provided adult softball program administration and ball field maintenance services since 1986, and currently serves 28 cities and 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, and a one-time field renovation. 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

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 six years. Fiscal Year 2010 shows a four percent increase over Fiscal Year 2009; and team participation is six percent higher through third quarter Fiscal Year 2011 compared with Fiscal Year 2010. Staff is very satisfied with the performance of MLS and will work closely with MLS staff in an attempt to continue to refine the program and increase marketing efforts to further increase participation.

Adult Softball Total Team Participation:

FY 05	FY 06	FY 07	FY 08	FY 09	FY 10
241	210	194	217	226	236

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 six years.

BUDGET/FINANCIAL INFORMATION:

Similar to the current arrangement, the proposed agreement provides for the City to receive between 26.67% - 29.41% of team participation fees, depending on the length of the season. 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 2010, the City received \$26,550 from this agreement and is expected to receive \$30,000 in Fiscal Year 2011. 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