



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: August 25, 2009

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 an 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. The last agreement had a 2-year term ending June 30, 2008, and was extended to complete the renewal of this contract. The proposed agreement would expire on June 30, 2010.

During development of the Fiscal Year 2004 Parks and Recreation budget, Adult Softball League fees were increased to recover a higher percentage of program costs. Community members expressed that these fee increases in addition to the implementation of the non-resident fee, would make league fees prohibitive to participation. The City explored the options of utilizing a non-profit agency or private contractor for adult softball league services to reduce City costs and corresponding fees. MLS was chosen at that time. MLS has provided adult softball program administration and ball field maintenance services since 1986, and currently serves 28 cities and counties in Southern California, including Santa Barbara.

Since 2004, MLS has provided the City softball program with registration services, infield maintenance, league coordination, computerized scoring and statistics for 4 seasons per year, and one field renovation. MLS staff has also been available to complete additional field improvements 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.

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 4 years. Fiscal Year 2009 shows a 4% increase over Fiscal Year 2008. Staff is satisfied with the performance of MLS and will work closely with MLS staff to continue to refine the program and increase marketing to increase participation in Fiscal Year 2010.

Adult Softball Participation					
	MLS	MLS	MLS	MLS	MLS
	FY 05	FY 06	FY 07	FY 08	FY 09
Total Teams	241	210	194	217	226

MLS President, Dave Johnson, and his staff, the City Sports Section, and the Parks Division have maintained open lines of communication and developed a good working relationship over the last five 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 2009, the City received \$27,000 from this agreement. 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