



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: NOVEMBER 7, 2023**

**FROM: PARKS, RECREATION AND COMMUNITY      WARDS: ALL**  
**SERVICES DEPARTMENT**

**SUBJECT: RFP NO. 2285 SERVICES AGREEMENT FOR ADULT SOFTBALL AND**  
**BASEBALL LEAGUE MANAGEMENT PROGRAM WITH MAJOR LEAGUE**  
**SOFTBALL, INC., FOR THE PERIOD OF SEPTEMBER 1, 2023 - AUGUST 31,**  
**2025, WITH THE OPTION TO RENEW FOR TWO ADDITIONAL TWO-YEAR**  
**TERMS.**

## **ISSUE:**

Approve the Services Agreement for RFP No. 2285 for the management of the City's adult softball and baseball programs with Major League Softball, Inc., from Riverside, California.

## **RECOMMENDATION:**

That the City Council:

1. Approve the Services Agreement with Major League Softball, Inc., for the administration, management, and operation of the City's adult softball and baseball programs, for the period of September 1, 2023, through August 31, 2025, with the option to renew for two additional two-year terms.
2. Authorize the City Manager, or his designee, to execute the Agreement with Major League Softball, Inc., including making minor and non-substantive changes and approve future amendments to the agreement.

## **BACKGROUND:**

On September 27, 2017, the city entered into an Operating Agreement with Major League Softball Inc. (MLS), to administer, manage, and operate the City's year-round adult softball program. The agreement period was September 27, 2017 – August 31, 2019, with the option to renew for two additional two-year terms not to exceed a total of six years. The agreement expired August 31, 2023.

The Operating Agreement with MLS has proven to be a successful venture, delivering top-notch softball and baseball programs. This collaboration not only ensured the provision of high-quality sports programs but also facilitated valuable interaction with a seasoned consultant. This consultant brought a wealth of expertise to the management and maintenance of the City's adult

softball and baseball programs.

Key Highlights:

1. **Expert Consultation:** The contracted consultant demonstrated extensive capabilities in program management, scheduling, and field maintenance, enriching the overall quality of the sports programs.
2. **No Impact on General Fund:** Notably, this Operating Agreement had no adverse impact on the general fund. No funds from the general fund were allocated to the vendor.

This successful partnership showcases the City's commitment to delivering exceptional recreational experiences while maintaining fiscal responsibility. The engagement with MLS not only enhanced the quality of our sports programs but also allowed us to leverage external expertise without burdening the city's financial resources.

**DISCUSSION:**

On April 28th, 2023, the Parks, Recreation and Community Services Department (PRCSD) posted Request for Proposals 2285 to operate the City's adult softball and baseball programs. The City had 14 Prospective Bidders listed, 5 of which were classified as potential Prime bidders. A virtual pre-proposal meeting was held on May 5, 2023.

Upon closing on May 26<sup>th</sup>, the City of Riverside received two proposals, but only one was deemed responsive. The other vendor was deemed unresponsive based on the lack of required documents provided in their proposal. The responsive proposal was submitted by Major League Softball.

Vendor	Vendor's Location	Rank
Major League Softball, Inc.	Burbank, CA	1
*DH Umpire Service	San Jacinto, CA	2

\*Vendor was deemed unresponsive due to an incomplete proposal.

The Non-Bidder Reasons Report was filled out by two potential bidders, however neither provided a reason for not offering a proposal. As only one proposal was responsive, vendor was not evaluated based on RFP criteria. However, reference responses presented positive feedback from two City Agencies.

On July 17, 2023, PRCSD staff determined Major League Softball, Inc. was an experienced contractor who had provided a comprehensive range of services for the adult softball and baseball programs.

Key terms of the proposed agreement include:

1. An initial term of two years with the option to renew for two additional two-year terms not to exceed a total of six years.
2. MLS is required to pay gross receipts revenue to the City on a quarterly basis for softball and baseball leagues and tournament play.
3. MLS is responsible for all operations, marketing, and field maintenance costs.
4. MLS is to provide services that are affordable to the community.

5. The City has the input to ensure program quality, price, and selection provide for a successful adult sports program.
6. MLS collects a registration fee from each team, which includes the administrative staff, scorekeepers, umpires, facilities, game ball, and awards.

By contracting with Major League Softball, Inc., program participants will continue to benefit from a service provider that brings extensive experience in league management and field maintenance for the City's adult softball and baseball programs. As this is a shared revenue project, no City funds will be paid out to the vendor during this contract.

The Purchasing Manager concurs that the recommended action complies with City of Riverside Resolution No. 23914 Section 508 (c) which states that, "Contracts procured through Formal Procurement for Services or Professional Services, where a Request for Proposals or Request for Qualifications was used to solicit Bids, shall be awarded by the Awarding Entity in accordance with the evaluation criteria set forth in the Request for Proposals or Request for Qualifications".

### **STRATEGIC PLAN ALIGNMENT:**

The MLS Agreement contributes to the "**Arts, Culture and Recreation**" priority of the Envision Riverside 2025 Strategic Plan, which aims to provide diverse community experiences and personal enrichment opportunities for people of all ages.

The Softball program aligns with **Goals 1.1**. Strengthen Riverside's portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities, and fund development; **1.2**. Enhance equitable access to arts, culture and recreational service offerings and facilities; and **1.5** Support programs and amenities to further develop literacy, health, and education of children, youth, and seniors throughout the community.

The item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Riverside is transparent and makes programming decisions based on sound policy, inclusive community engagement, involvement of City Boards & Commissions, and timely and reliable information. The agreement with MLS allows Softball programming to be expanded beyond what the department can provide internally, and better grant serve the City's diverse populations, and result in greater public good.
2. **Equity** – Recreation activities support the City's racial, ethnic, religious, sexual orientation, identity, geographic, and other attributes of diversity and is committed to advancing the fairness of treatment, recognition of rights, and equitable distribution of services to ensure every member of the community has equal access to share the benefits of community progress.
3. **Fiscal Responsibility** – The partnership between the Recreation Division and MLS allows programming to be provided to a larger population, while generating revenue for the City. The cost of programming as a result of this partnership will continue to be affordable to the community.
4. **Innovation** – Riverside is inventive and timely in meeting the community's changing

needs and prepares for the future through collaborative partnerships and adaptive processes; joining forces with MLS is a strong indicator of Innovation.

5. **Sustainability & Resiliency** – The Parks, Recreation and Community Services Department is committed to meeting the needs of the present without compromising the needs of the future and ensuring the City’s capacity to persevere, adapt and grow during good and difficult times alike.

**FISCAL IMPACT:**

Anticipated revenue in the amount of \$80,000 is projected in the Fiscal Year 2023/24 budget for the adult baseball and softball programs and tournament play. Revenues are deposited into account 5205052220-34351000.

Prepared by: Pamela Galera, Parks, Recreation and Community Services Director  
Certified as to  
availability of funds: Kristie Thomas, Assistant Chief Financial Officer/Finance Director  
Approved by: Kris Martinez, Assistant City Manager  
Approved as to form: Phaedra A. Norton, City Attorney

Attachment:

1. Major League Softball, Inc. Agreement
2. RFP Award Recommendation