



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: SEPTEMBER 26, 2017**

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

**SUBJECT: RFP NO. 1704 SERVICES AGREEMENT FOR ADULT SOFTBALL AND  
BASEBALL LEAGUE MANAGEMENT PROGRAM WITH MAJOR LEAGUE  
SOFTBALL, INC., FOR THE PERIOD OF OCTOBER 1, 2017 – AUGUST 30, 2019,  
WITH THE OPTION TO RENEW FOR TWO ADDITIONAL TWO YEAR TERMS,  
NOT TO EXCEED A TOTAL OF SIX YEARS – IN THE ESTIMATED REVENUE  
FOR FISCAL YEAR 2017/18 OF \$65,000**

## **ISSUE:**

Approve the Services Agreement for Adult Softball and Baseball League Management Program, from RFP No. 1704, with Major League Softball, Inc. of Riverside, California, for a term of October 1, 2017 to August 31, 2019, with two additional two-year terms, in the estimated revenue for fiscal year 2017/18 of \$65,000.

## **RECOMMENDATION:**

That the City Council:

1. Approve the Services Agreement for Adult Softball and Baseball League Management Program, from RFP No. 1704, with Major League Softball, Inc. of Riverside, California, for a term of October 1, 2017 to August 31, 2019, with two additional two-year terms;
2. Authorize the City Manager, or his designee, to execute the Services Agreement for Adult Softball and Baseball League Management Program with Major League Softball, Inc., including making minor and non-substantive changes and execute the two additional two-year terms.

## **BACKGROUND:**

On October 27, 2009, 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 November 9, 2009 – August 31, 2012, with the option to renew for an additional one-year period not exceeding five years. The agreement expired August 31, 2017.

On July 23, 2010, the City entered into an Operating Agreement with MLS to administer, manage and operate the City's adult baseball program. One of the key terms in the agreement included

MLS providing \$25,000 worth of field improvements at Reid Park, which included installing a major league caliber sod infield and sprinkler system, reconstructing pitching and bullpen mounds and installing 550 linear feet of 10-gauge fencing. The agreement period was July 23, 2010 – June 30, 2013, with the option to renew for an additional one-year period not to exceed a total of five years. The agreement expired August 31, 2017.

Staff conducted a thorough cost analysis of leagues in the surrounding area and determined that the City's league fees remained affordable and competitive compared to other local agencies that offered similar programs. Each team that participated in adult softball or baseball leagues paid a fee, which included the cost of administrative staff, scorekeepers, umpires, facilities and awards.

By contracting with MLS, the City provided a high-quality adult softball and baseball programs and allowed staff to work with a consultant that brings knowledge and experience in the management and maintenance of the City's adult softball and baseball programs, including programming, scheduling, and field maintenance.

## **DISCUSSION:**

On May 9, 2017, the Parks, Recreation and Community Services Department (PRCSD) posted a Request for Proposals for the operation of the City's adult softball and baseball programs. The existing operator Major League Softball, Inc. was the only vendor to submit a proposal on May 31, 2017.

On June 12, 2017, 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.

LEAGUE	TEAM FEE	DURATION	City %
<b><u>SOFTBALL</u></b> Current structure	\$290	8 week league	27.6%
	\$315	10 week league	27.0%
	\$310	8 week league	27.4%
*Increase Winter 2018	\$335	10 week league	27.2%
<b><u>BASEBALL</u></b> Current structure	\$750	15 week league	30.0%
	\$995	20 week league	30.0%
	\$800	15 week league	20%
Through Winter 2018	\$800	15 week league	25.0%
<b><u>TOURNAMENTS</u></b> Current structure	\$300	12 tournaments	15.0%
	\$300	Up 24 tournaments more than 25	16.0% 12.0%

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.

The Purchasing Manager concurs that the recommended action complies with City of Riverside Resolution No. 22576.

**FISCAL IMPACT:**

Anticipated revenue in the amount of \$65,000 is projected in the Fiscal Year 2017/18 budget for the adult baseball and softball programs and tournament play. Revenues are deposited into account 0000101-343510.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director  
Certified as to  
availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer  
Approved by: Alexander T. Nguyen, Assistant City Manager  
Approved as to form: Gary G. Geuss, City Attorney

Attachment: Major League Softball, Inc. Agreement