



Agenda Report

19-1589

Agenda Date: 1/15/2019

REPORT TO COUNCIL

SUBJECT

Action on Agreement between North American Youth Activities, LLC and the City of Santa Clara for Recreation Class Instruction and Related Services

BACKGROUND

The Parks & Recreation Department has collaborated with North American Youth Activities, LLC (Kidz Love Soccer) to offer a variety of instructional soccer programs since 1995. Kidz Love Soccer (KLS) offers soccer instructional programs in the neighborhood parks for children ages one and one-half to twelve years of age. The program provides a valuable recreational sports activity for community youth and has a positive reputation in Santa Clara.

In 2017, the programs had over 1,000 registrants and generated approximately \$121,036 in gross revenue, and paid the contractor approximately \$80,000.

DISCUSSION

The attached agreement with North American Youth Activities, LLC is for the term of January 2019 to December 31, 2019 for professional services to teach recreation classes and provide related activities in a not to exceed amount of \$176,183; payments are calculated based upon actual class and program registration revenues from class fees.

Under contract, the City duties include scheduling, advertising and marketing KLS programs and services for the community in the tri-annual activity guide, maintenance of the registration software, program marketing, and park facility maintenance and scheduling. KLS provide coaches and instructional equipment.

Recently staff released a Request for Proposal for various contractual recreation programs for 2020. Staff will return with recommendations for contract award mid-2019.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve commitment to a specific project which may result in potential significant impact on the environment.

FISCAL IMPACT

City will retain approximately thirty-three percent of gross program revenues. Based upon past performance, registration rates and fee amounts, the City revenue is anticipated to be up to \$58,140, while the Contractor will receive payment of sixty-seven percent of program fees in a not to exceed contract amount of \$176,183 (this includes the contract contingency of approximately twenty-five

percent to provide for additional program registration/participation to meet public demand). Funding for this agreement will be generated through general fund program revenue over the course of the year.

COORDINATION

This agreement has been coordinated with the Finance Department and the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Approve and authorize the City Manager to execute an Agreement with North American Youth Activities, LLC in the amount of \$176,183 for recreation class instruction and related services.

Reviewed by: James Teixeira, Director of Parks & Recreation

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Agreement with North American Youth Activities, LLC 2019