



Agenda Report

19-1590

Agenda Date: 1/15/2019

REPORT TO COUNCIL

SUBJECT

Action on Agreement between Kimberly Davey and the City of Santa Clara for Recreation Class Instruction and Related Programs

BACKGROUND

The Parks & Recreation Department has collaborated with Kimberly Davey to offer a variety of ballet programs to the community since 2002. Ms. Kimberly began teaching ballet to a small group of students and over time the program has grown in size, quality, and reputation beyond the immediate participants and community. The City has also worked with Ms. Kimberly to develop the dance program, spring recital program, winter Nutcracker, Summer Intensive Program and advanced ballet instruction among other recreational activities.

In 2017, the programs had over 1,400 registrants and generated approximately \$213,000 in gross revenue, and paid the contract instructor approximately \$123,000.

Contractor provides dance instruction at the beginning, intermediate and advanced levels of ballet to the public including seventy-two (72) ballet class offerings for ages 1.5 years to adult. Courses include parent-child classes, introduction up to advanced level ballet dance instruction, recital and performance levels, including pointe and technique courses. Students will learn basic dance terms, ballet positions, movements, patterns, and techniques based on class level. Contractor will provide music appropriate for each class, choreograph dance vignettes, performances, camp programs, and other related activities such as recitals, choreography, special event performances and training.

DISCUSSION

The agreement (Attachment 1) with Kimberly Davey provides for the term of January 2019 to December 31, 2019 to teach recreation classes and provide related activities in a not to exceed amount of \$174,975; payments are calculated based upon actual class and program registration revenues from class fees.

Under contract, the City duties include scheduling, advertising and marketing dance programs and services for the community tri-annual activity guide, maintenance of the registration software, program marketing, facility maintenance and 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

The City will retain approximately thirty-three percent of gross program revenues and zero percent of choreography fee. Based upon past performance, registration rates and fee amounts (vary by class meetings per session and number of sessions offered per course), the City's revenue is anticipated to be approximately \$46,000, which cover estimated City costs, while the Contractor will receive payment of sixty-seven percent of program fees in a not to exceed contract amount of \$174,975 (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 from program registration fees and choreography fee.

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 Kimberly Davey in the amount of \$174,975 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 for Services Kimberly Davey 2019