

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 10/23/06		Item Number: <u>A-3</u>	
AGENDA ITEM: Approve a Three-Year Professional Services Agreement with Royal Swim Team for Competitive Swim Team Services at Culver City Municipal Plunge and Approve a Related Budget Amendment.			
Contact Person/Dept.: William LaPointe		Phone Number: (310) 253-6682	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Parks and Recreation Commission (10/16/06), Edge Swim Club (10/16/06), Royal Swim Team (10/16/06), Master Notification List (10/18/06).			
Department Approval: William La Pointe (10/11/2006)		City Manager Approval: Jerry B. Fulwood (10/18/2006)	
City Controller Approval:			

RECOMMENDATION:

Staff recommends the City Council approve a three-year professional services agreement with Royal Swim Team for competitive swim team services at Culver City Municipal Plunge and approve a related budget amendment.

A Budget Amendment requires a 4/5ths vote.

BACKGROUND:

In the past, the Parks, Recreation and Community Services (PRCS) Department has rented pool space on a first-come, first-served basis to groups such as Southern California Aquatics, Edge Swim Club, California Old Boys, Royal Swim Team, Culver City School District Swim/Water Polo teams and others when the pool was available.

Youth swim team programs within Culver City have been varied. For instance, some of the variations have included: 1) the City operating its own swim team, 2) contracting with a coach to provide coaching services, and; 3) renting pool space to different youth swim team organizations. It has been the City's experience that youth swim team organizations often grow, evolve, split and move from one pool to another for various reasons.

In an effort to "smooth out" some of these changes for the young people in our community and provide a more enduring, progressive and consistent competitive swim team experience for Culver City's youth, the PRCS Department, through the request for proposal (RFP) process, explored the possibility of entering into a medium-term (3-5 year) lease agreement with a competitive swim team organization.

City of Culver City, California
City Council Agenda Item Report

On June 12, 2006, City Council approved a Request for Proposal (RFP) for competitive swim team services at the Culver City Municipal Plunge and authorized staff to advertise for proposals. Attachment 1 provides a copy of the staff report and Attachment 2 provides a copy of the "Request for Proposal for Competitive Swim Team Services for Culver City."

DISCUSSION:

The PRCS Director, Recreation Manager and Aquatic Coordinator publicly opened proposals on August 31, 2006 at 11:30 AM. The following two swim team organizations responded with proposals: Edge Swim Club and Royal Swim Team.

In addition to considering the estimated revenue to the City, staff also reviewed additional areas within each proposal including pool usage, cost of program to participant, projected participation and swim coaching experience. Attachments 3 and 4 are copies of each organization's proposals and Attachment 5 provides a "Narrative Summary Comparison of Each Proposal." Based on review, discussion and evaluation of the elements in each proposal, it is staff's opinion that the Royal Swim Team's proposal is the most responsive to the RFP criteria and Staff recommends the City Council authorize a professional services agreement with Royal Swim Team.

FISCAL ANALYSIS:

PROPOSER	ESTIMATED GROSS MONTHLY REVENUES for the PROPOSER	MONTHLY REVENUES to the CITY from the PROPOSER
Edge Swim Club	\$9,741	\$1,218 (estimated)
Royal Swim Team	\$7,220	\$1,542 (guaranteed flat rate first year with 10% per year increase for three years)

Based upon the bids submitted, if the City were to award a three-year professional services agreement to Royal Swim Team, in the first year alone, the City would receive an estimated \$1,542 in monthly revenue, which is \$324 more per month than the Edge Swim Club's proposal. Currently, the City rents the pool to competitive swim teams for approximately \$900 per month depending on use. If the Royal Swim

City of Culver City, California
City Council Agenda Item Report

Club were awarded a contract, the City would realize an additional \$642 of revenue per month. Over a 12 month period an additional \$6,626 in revenue would be received by the City based upon revenue estimates provided.

The Royal Swim Team's bid has proposed minimum guaranteed gross revenue to the City as follows:

First Year	\$18,500
Second Year	\$20,350
Third Year	\$22,385

This guaranteed revenue, unlike Edge's proposal, is not tied to participant registration in the Royal Swim Team program but is rather a proposed financial commitment in order to be awarded a three-year agreement. The additional revenue is not part of the Adopted Fiscal Year 2006-07 Budget.

ATTACHMENTS:

1. Staff Report for City Council Meeting, June 12, 2006.
2. Request for Proposal for Competitive Swim Team Services for Culver City
3. Edge Swim Club Proposal
4. Royal Swim Team Proposal
5. Narrative Summary Comparison of Each Proposal

MOTION:

That the City Council:

- 1) Approve a three year professional services agreement with Royal Swim Team for competitive swim team services at the Culver City Municipal Plunge to begin January 1, 2007 and, until that date, direct that Royal Swim Team's use of the Plunge be phased in; and
- 2) Authorize the City Attorney to prepare the necessary documents and authorize the City Manager to execute such documents on behalf of the City; and,
- 3) Authorize a budget amendment recognizing the increased revenue for a six-month period for fiscal year 2006/2007 in the amount of \$3,250 in Aquatics Programs account 10132200.365520 (Pool Rental Passes). A Budget Amendment requires a 4/5ths vote.

OR

City of Culver City, California
City Council Agenda Item Report

- 4) Direct staff to continue its first-come, first-served pool rental procedures based upon availability;

OR

- 5) Provide staff with alternative direction.