

**MEETING DATE:** November 8, 2010

**AGENDA ITEM:** Approval of Professional Services Agreements with (1) *All City Athletics* to Plan, Organize and Conduct the Culver City Adult Basketball Program; and, (2) *Major League Softball* to Plan, Organize and Conduct the Culver City Adult Softball Program.

**ATTACHMENTS**

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| 1. Summary Tables of Sports Program Bidder's Ranking and Proposed Fees                                           | 1           |
| 2. Section 1, Page 5 of the <b><i>Major League Sports (MLS)</i></b> Proposal Outlining "Field Improvement Tasks" | 2           |

# ATTACHMENT 1

| SUMMARY OF ADULT BASKETBALL BIDS FOR RFP #1465     |               |                    |                              |                      |                              |                 |
|----------------------------------------------------|---------------|--------------------|------------------------------|----------------------|------------------------------|-----------------|
| FINAL RANK                                         |               | 1                  | 2                            | 3                    | 4                            | 5               |
| RFP Criteria                                       | City Target # | All City Athletics | Ace 5on5 Sports              | Planet Social Sports | Recreation League Management | Big League Play |
| A. League Fee (Per Team)                           | \$325         | \$325              | \$400                        | \$375                | \$350                        | \$329           |
| B. Uniform Fees (if any)                           | N/A           | N/A                | \$20-25                      | N/A                  | N/A                          | N/A             |
| C. Referee Fees (paid at game?)                    | \$30          | \$30               | \$30                         | \$25                 | \$30                         | \$30            |
| D. Scorekeeper Fees (if separate from referees?)   | \$10          | \$10               | \$0                          | \$10                 | \$0                          | \$7             |
| E. Any other fees?                                 | N/A           | N/A                | \$40/team championship games | N/A                  | N/A                          | N/A             |
| F. Contractor's share of Total Annual League fees  | 70%           | 70%                | 70%                          | 70%                  | 65%                          | 63%             |
| G. City's share of Total Annual League fees        | 30%           | 30%                | 30%                          | 30%                  | 35%                          | 37%             |
| Projected Annual Registration Revenue - Contractor | \$43,680.00   | \$43,680.00        | \$53,760.00                  | \$50,400.00          | \$47,040.00                  | \$44,217.60     |
| Projected Annual Registration Revenue - City       | \$18,720.00   | \$18,720.00        | \$23,040.00                  | \$21,600.00          | \$20,160.00                  | \$18,950.40     |

| SUMMARY OF ADULT SOFTBALL BIDS FOR RFP #1466       |               |                              |                    |                      |                              |                 |                 |
|----------------------------------------------------|---------------|------------------------------|--------------------|----------------------|------------------------------|-----------------|-----------------|
| FINAL RANK                                         |               | 1                            | 2                  | 3                    | 4                            | 5               | 6               |
| RFP Criteria                                       | City Target # | Major League Softball        | All City Athletics | Planet Social Sports | Recreation League Management | Westside Sports | Big League Play |
| A. League Fee (Per Team)                           | \$425         | \$400                        | \$425              | \$410                | \$400                        | \$375           | \$419           |
| B. Uniform Fees (if any)                           | N/A           | N/A                          | N/A                | \$60-100             | N/A                          | N/A             | N/A             |
| C. Referee Fees (paid at game?)                    | \$25          | \$25                         | \$25               | \$25                 | \$25                         | \$25            | \$25            |
| D. Scorekeeper Fees (if separate from referees?)   | N/A           | \$10                         | N/A                | N/A                  | N/A                          | N/A             | \$7             |
| E. Any other fees?                                 | N/A           | \$50 1-time registration fee | N/A                | N/A                  | N/A                          | N/A             | N/A             |
| F. Contractor's share of Total Annual League fees  | 70%           | 60%                          | 70%                | 70%                  | 65%                          | 65%             | 63%             |
| G. City's share of Total Annual League fees        | 30%           | 40%                          | 30%                | 30%                  | 35%                          | 35%             | 37%             |
| Projected Annual Registration Revenue - Contractor | \$64,260.00   | \$51,840.00                  | \$64,260.00        | \$61,992.00          | \$56,160.00                  | \$52,650.00     | \$57,017.52     |
| Projected Annual Registration Revenue - City       | \$27,540.00   | \$34,560.00                  | \$27,540.00        | \$26,568.00          | \$30,240.00                  | \$28,350.00     | \$33,486.48     |

MLS will perform the following Field Improvement Tasks at Veterans Park:

- 1) Remove the existing "berm" that has developed along the outfield perimeter edge.
- 2) Expand the infield approximately 8' by removing the existing sod and relocating the six (6) existing sprinkler heads. This will establish a new perimeter edge that is sharp, clean and uniform. Moreover, the larger infield area will help to eliminate the "tear drops" that have developed along the perimeter because the middle infielders position themselves on the edge of the grass given their proximity to home plate. Weed/Grass killer will be applied to prevent regrowth and/or encroachment into the expanded area.
- 3) Procure and install 26 tons of "Pro Gold" infield mix which will be used in the enlarged area of the infield.
- 4) Laser level the entire infield to promote optimal drainage and significantly reduce recovery time after rain.
- 5) Install new field fixtures including three (3) base anchors, a home plate and pitcher rubber at 50'.

MLS will perform the following Field Improvement Tasks at Syd Kronenthal Park:

- 1) Sod cut the existing perimeter edge to re-establish a sharp, clean edge.
- 2) Laser level the entire infield to promote optimal drainage and significantly reduce recovery time after rain.

MLS will also send the FMD Director May into Culver City periodically (on one (1) or more occasions each month) to evaluate conditions and to perform routine maintenance tasks such as "water blasting" perimeter edges, trimming the turf borders with a gas powered edger and installing special material into high impact areas such as batters' boxes and pitchers' mounds. These periodic maintenance services will also be provided at no charge to the City.

MLS is very cognizant of the fact that each adult softball program is unique and requires special attention. MLS has worked with over 25 municipal and county agencies during the past 24 years and this experience has given our AS a wealth of background and knowledge that has prepared them to meet the specific challenges that are intrinsic to the City of Culver City Adult Softball Program.

MLS's AS is also adept at developing strong working relationships with City staff members in a variety of City departments. These relationships are critical to the smooth operation of the Adult Softball Program as it is often necessary to communicate effectively with Parks Division personnel as well as the Recreation Division contract liaison.