



CITY COUNCIL AGENDA REPORT

MEETING DATE: MARCH 16, 2010

ITEM NUMBER: _____

SUBJECT: PARTNERSHIP POLICY FOR RECREATION PROGRAMS, FACILITIES, AND SERVICES

DATE: FEBRUARY 23, 2010

FROM: ADMINISTRATIVE SERVICES DEPARTMENT/RECREATION DIVISION

PRESENTATION BY: JANA M. RANSOM, RECREATION MANAGER

FOR FURTHER INFORMATION CONTACT: JANA M. RANSOM AT 714-754-5300

RECOMMENDATION

Approve Partnership Policy and add conditions if desired.

BACKGROUND

In the past year, City staff has been approached by four outside non-profit groups to consider partnering to provide recreational and educational programs for the community. The proposals have consisted of the use of a room at the Neighborhood Community Center to offer free classes for seniors with dementia, use of a room to offer low-cost fee-based classes for youth, a request from the Costa Mesa Senior Center to hold City classes at their facility and split revenue, and a request by a non-profit organization to bring the Mobile Recreation program to a privately owned site to provide joint and enhanced afterschool programs (Mobile Recreation has since been suspended).

In the past the City has entered into cooperative agreements, partnerships and other relationships in order to provide reasonably priced recreational and educational programs. With current economic conditions, it is increasingly necessary and fiscally prudent to look to outside providers to help meet service needs and demands in our community.

Partnership programs are defined as those offered by other organizations, for-profits and non-profits, that would help to meet the City's recreational mission of providing high quality, low-cost recreation services and in which the City is asked to provide facilities and/or facility support (set-up/tear-down), marketing (brochure/web-site) and other resources (staff/services). They may also be programs offered by the City at non-profit locations in which the non-profit provides space and facility support.

To provide a framework for partnering with other agencies and providers, staff brought the attached proposed Partnership Policy and sample Letter of Understanding (Attachments 1 and 2) to the November 18, 2009 meeting of the Parks and Recreation Commission who moved to send this item to City Council for consideration of adoption (Attachment 3 – Approved Minutes of 11/18/09 PRC meeting).

ANALYSIS

In the past, requests for partnerships have been brought forward to the City Council for separate consideration. As there is no City provision for fee waivers or discounts, staff has either requested that the Council make exceptions to the existing fee policy or has asked Council to consider a co-sponsor role in order to offer certain activities, classes and/or events in which the partner organization had little funding to pay for room rental fees or to divide the percentage of gross fees required under our Cost Recovery guidelines.

The proposed policy would allow staff to work with the potential partners utilizing the proposed guidelines if approved by the City Council. One outcome of the proposed policy is that it could result in lower fees for participants.

Currently, if a non-profit entity would like to offer a class to be held at a City facility, the City retains 35 percent of the class cost to cover City's costs of registering the participants, advertising the class, space use and administrative overhead. Most class instructors will add the 35 percent on to their class fee, thereby increasing the cost to the participant.

The proposed policy would allow a non-profit entity to offer a class at a City facility and the City would retain 5 percent (youth and senior classes) or 10 percent (adult classes) of the class costs. The non-profit partner will be responsible for all marketing and administration, including registration, procurement of supplies and materials and insurance. The savings to the class participant would be significant while the cost to the City is minimized. City staff will monitor fees through the Letter of Understanding to ensure compliance and fee savings.

The Partnership Policy would also allow for fee-based City programs to be held at other non-profits with similar missions, such as the Costa Mesa Senior Center, and offered at a lower cost to participants. The City would share revenue with the non-profit organization. The City would receive 5 percent of fees for youth and senior fee-based classes and 10 percent of fees for fee-based adult classes held at a non-profit site. The non-profit could then offset a portion of their costs to provide the class at their facility by adding a small additional percentage or surcharge – policy calling for no more than 5 percent for youth/seniors or 10 percent for adults so that costs to participants remains low.

When a non-profit would like to offer a free educational or recreational class for youth or adults under current procedures, they are charged a room rental fee of \$10 per hour and a refundable deposit of \$100. Under the proposed policy, only the refundable deposit is required for payment. The organization must provide all marketing, registration, administration, supervision, supplies and insurance. This policy would not apply to "infomercial" type programming.

If an individual or business would like to partner with the City to offer a free program or activity to the community under current procedures, the City and business each agree to provide certain elements and/or funding (i.e. marketing, waiver of field fees, portable restrooms, City staffing assistance, event supplies). Under the proposed policy, the relationship would be set forth in writing and brought forward for Parks and Recreation Commission recommendation and then on City Council consideration for approval.

Example:

The Daily Pilot Cup is a youth soccer tournament, organized by an individual. The individual works with the City, the School District, the Daily Pilot and private schools to put on the tournament. As the tournament has grown – last year there were 190 teams! – the organizer has looked to the City and other partners for more and more assistance. The Partnership Policy would provide a framework for the tournament and all the associated partners to identify all tasks related to organizing and holding the event and then making each partner responsible and accountable for holding up their "end of the

bargain". Considerations such as trash pick up, lining fields, vendor supervision, registration, daily set up and tear-down all would be detailed in the LOU.

In all Partnership Programs, the Partner Organization would be required to give City recognition in any and all marketing and promotional materials. Additionally, fee based Partnership Programs held on City sites will not be scheduled more than 120 days in advance and only during regular facility operating hours thereby giving first priority to City programs and classes at City facilities, as well as accommodating private rentals. All administration, registration, procurement of supplies and providing insurance naming the City as additional insured would be required of the Partner Organization.

FISCAL REVIEW

The intent of this policy is to increase programming for the community and increase use of rooms during times when facility usage is low. Fees assessed would bring in additional revenue. Additionally, attracting new participants into the Community Centers generally results in an increased likelihood that these participants will learn about and participate in other Recreational and City programs. The actual amount of increase is not known at this time.

LEGAL REVIEW

City Attorney indicated that City Council must approve the Letters of Understanding.

ALTERNATIVES CONSIDERED

Council could consider:

- 1) Limiting the annual hourly usage allowable to any given Partner Organization.
- 2) Set other terms and conditions as desired.
- 3) Do not approve Partnership Policy.

CONCLUSION

With current economic conditions, it is possible to look to outside providers to help meet the service need and demand in the community. In order to treat partnership proposals fairly and to provide a framework in which to assess partnership opportunities, it is requested that the City Council approve the proposed Partnership Policy.

JANA M. RANSOM
Recreation Manager

STEPHEN N. MANDOKI
Director of Administrative Services

ATTACHMENTS: [1. Partnership Policy](#)
[2. Sample Letter of Understanding](#)
[3. Approved Minutes of the November 18, 2009 PRC Meeting](#)