



# REPORT TO COUNCIL **9**

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org

CONSENT  
June 21, 2007

**Honorable Mayor and  
Members of the City Council**

**Title:** Agreement: Miss Becky's Corporation - Tiny Tots Program for Leisure Enrichment Services

**Location/Council District:** Various Locations; Council Districts 1, 4 & 6

**Recommendation:** Adopt a **Resolution**, 1) authorizing the City Manager to execute a twenty-four month professional services agreement with Miss Becky's Corporation - Tiny Tots program to provide Leisure Enrichment Services for an amount not to exceed \$400,000.

**Contact:** Janet Baker, Operations Manager, 808-8234; Alan Tomiyama, Division Manager, 808-8958

**Presenters:** None

**Department:** Parks and Recreation

**Division:** Community Recreation & Special Event Services

**Organization No:** 4751

### **Description/Analysis**

**Issue:** This report requests authorization to enter into a new professional services agreement with Miss Becky's Corporation, who currently provides Tiny Tot programming at Coloma Community Center, South Natomas Community Center and William Land Park. This fee-for-service program provides the community with recreation for children between the ages of three and five, for three days per week, three hours per day; or two days per week, three hours per day from September through August.

**Policy Considerations:** This report is consistent with Recreation Services Policy in the Council adopted *Parks and Recreation Master Plan 2005-2010*. This report is also consistent with the City Council's strategic plan to achieve sustainability and livability.

**Environmental Considerations:** None with this item.



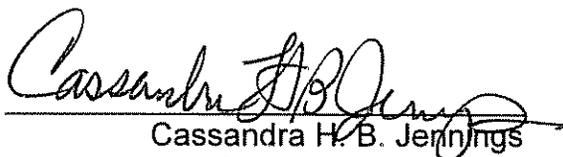
**Commission/Committee Action:** None with this item.

**Rationale for Recommendation:** Approval will allow the consultant to provide children between the ages of three and five with recreational activities through the City's Leisure Enrichment Program.

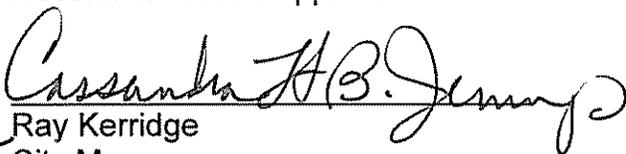
**Financial Considerations:** No funding is requested with this item. Tiny Tots is a fee-for-service program. The Department of Parks and Recreation houses, promotes, registers participants, collects the fee revenue and pays the contractor. The gross revenue collected by the City over the twenty-four month term of the agreement is projected to be \$571,428. The contractor will receive up to \$400,000 for services rendered. As contained in the agreement, the City will retain 30% of revenues collected, which is \$171,428, to offset administrative and operational costs. Revenues associated with this activity are deposited into the Special Recreation Fund (Fund 571).

This agreement is available for review at the City Clerk's office.

**Emerging Small Business Development (ESBD):** The provider for this contract, Miss Becky's Corporation, has chosen not to be certified by the City's Emerging Small Business Development Office.

Approved by:   
Cassandra H. B. Jennings  
Interim Director, Parks and Recreation

Recommendation Approved:

  
for Ray Kerridge  
City Manager

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## Attachment 1

### Background

For over 20 years, the City of Sacramento has offered a fee-for-service Tiny Tot program through the Recreation Division's Leisure Enrichment program. Leisure Enrichment leverages general fund programming by offering fee-for-service and is defined as a level of enhanced services that requires cost recovery. This is due to the following factors: services require specialized instruction, materials or equipment, and/or high participant/leadership ratios. Users of the service can be reasonably expected to support the direct costs of this non-general funded program.

Tiny Tots is one of these specialty programs. Miss Becky's Corporation Tiny Tots program is offered at the South Natomas Community Center, William Land Park and the Coloma Community Center for three days per week, three hours per day; or two days per week, three hours per day to children between the ages of three and five. A typical day includes activities such as indoor and outdoor games, arts, crafts, music and story telling.

**RESOLUTION NO.**

Adopted by the Sacramento City Council

June 21, 2007

**AUTHORIZING THE CITY MANAGER TO EXECUTE A TWENTY-FOUR MONTH  
PROFESSIONAL SERVICES AGREEMENT WITH MISS BECKY'S CORPORATION -  
TINY TOTS PROGRAM FOR LEISURE ENRICHMENT SERVICES**

**BACKGROUND**

- A. The City of Sacramento's Department of Parks and Recreation offers a fee-for-service Tiny Tot program through the Recreation Division's Leisure Enrichment program. Leisure Enrichment leverages general fund programming by offering fee-for-service, and is defined as a level of enhanced services that requires cost recovery.
- B. Miss Becky's Corporation Tiny Tots program is offered at the Coloma Community Center, South Natomas Community Center and William Land Park for three days per week, three hours per day; or two days per week, three hours per day, for children between the ages of three and five, from September through May.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL  
RESOLVES AS FOLLOWS:**

- Section 1. The City Manager is authorized to enter into a twenty-four month professional services agreement with Miss Becky's Corporation - Tiny Tots for an amount not to exceed \$400,000.

