



REPORT TO COUNCIL

City of Sacramento

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

CONSENT
October 30, 2007

Honorable Mayor and
Members of the City Council

Title: Agreement: Leisure Enrichment Services

Location/Council District: Various Locations; Council Districts 1, 6 & 8

Recommendation: Adopt a **Resolution** authorizing the City Manager to enter into a three-year professional services agreement with Sacramento Show Biz Productions to provide leisure enrichment dance instruction for an amount not to exceed \$330,000.

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

Presenters: None

Department: Parks and Recreation

Division: Community Recreation Services

Organization No: 4751

Description/Analysis

Issue: This report requests authorization to enter into a three-year professional services agreement with Sacramento Show Biz Productions, which currently provides dance instruction at the South Natomas, Coloma and Samuel C. Pannell Community Centers. This fee-for-service program provides the community with recreation programming for ages three and over at a variety of locations five days a week.

As there is no expenditure of City funds, no funding is requested with this item, as Sacramento Show Biz Productions is a fee-for-service program in which the City retains 30 per cent of revenues collected by the service provider.

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: This report concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project," as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b)(3);15378(b)(2)].

Commission/Committee Action: None with this item.

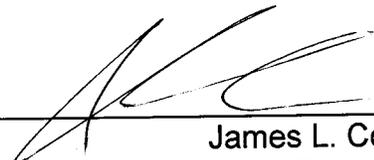
Rationale for Recommendation: Approval will allow the consultant to provide youth and adult dance instruction through the City's Leisure Enrichment program. As there is no expenditure of City funds, no funding is requested with this item, as Sacramento Show Biz Productions provides a fee-for-service program in which the City retains 30 per cent of revenues collected.

Financial Considerations: As there is no expenditure of City funds, no funding is requested with this item. Sacramento Show Biz Productions 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 three-year term of the agreement is projected to be \$471,428. The contractor will receive up to \$330,000 for services rendered. As contained in the agreement, the City will retain 30 per cent of revenues collected, which is projected to be \$141,428, to offset administrative and operational costs related to Community Centers in which these activities take place.

Revenues are deposited into the Special Recreation Fund (Fund 571). The agreement is available for review in the City Clerk's Office.

Emerging Small Business Development (ESBD): The provider for this agreement, Sacramento Show Biz Productions, has chosen not to be certified by the City's Emerging Small Business Development Office.

Respectfully Submitted by: _____


James L. Combs
Director, Parks and Recreation

Recommendation Approved:


Ray Kerridge
City Manager

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Attachment 1

Background

For over 20 years, the City of Sacramento has offered fee-for-service dance programs 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 the non-general funded program.

Sacramento Show Biz Productions is one of these Leisure Enrichment specialty programs, providing services through the City's Leisure Enrichment program since 1998. Sacramento Show Biz Productions offers floor tumbling and stretching exercises, hip-hop, jazz, tap, ballet, and musical theater dance instruction to youth and adults at the South Natomas, Coloma, and Samuel C. Pannell Community Centers five days a week.

Sacramento Show Biz Productions has a direct link to the Sacramento Kings and Sacramento Monarchs basketball teams as producers of the Hip Hop Crew in which they provide the half-time shows for the two National Basketball Association teams. As a direct result, Sacramento Show Biz Productions is able to extend the opportunity for involvement in the half-time shows to their advanced leisure enrichment participants.

RESOLUTION NO. 2007-

Adopted by the Sacramento City Council

October 30, 2007

ADOPT A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A THREE-YEAR PROFESSIONAL SERVICES AGREEMENT WITH SACRAMENTO SHOW BIZ PRODUCTIONS TO PROVIDE LEISURE ENRICHMENT DANCE INSTRUCTION FOR AN AMOUNT NOT TO EXCEED \$330,000.

BACKGROUND

- A. The City of Sacramento's Department of Parks and Recreation offers a fee-for-service dance 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. Sacramento Show Biz Productions provides a dance program for youth and adults at the South Natomas, Coloma, and Samuel C. Pannell Community Centers five days per week.
- C. The City will retain 30 per cent of revenues collected.

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

- Section 1. Authorizing the City Manager to enter into a three-year professional services agreement with Sacramento Show Biz Productions to provide leisure enrichment dance instruction for an amount not to exceed \$330,000.

