



# REPORT TO COUNCIL **10**

## 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: Joanna McVay – Joanna’s Kids “R” It for Leisure Enrichment Services

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

**Recommendation:** Adopt a **Resolution:** 1) authorizing the City Manager to execute a thirty-six month professional services agreement with Joanna McVay to provide Leisure Enrichment Services for an amount not to exceed \$150,000.

**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 Joanna McVay, who currently provides dance and youth floor gymnastics instruction to youth 2 ½ years and over as well as jazz dance to adults at the South Natomas Community Center and the Belle Cooleage Community Center. This fee-for-service program provides the community with recreational programming for children and adults five days per week year round.

**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 members of the public with professional dance and gymnastic instruction through the City's Leisure Enrichment Program.

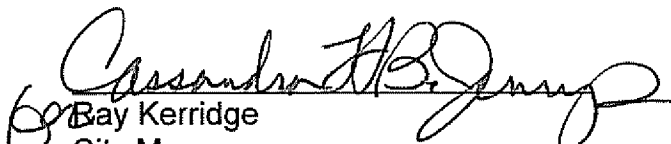
**Financial Considerations:** No funding is requested with this item. Joanna McVay's Kids "R" It is a fee-for-service program. The Department of Parks and Recreation houses, promotes, registers participants, collects fee revenue and pays the consultant. The gross revenue collected by the City over the thirty-six month term of the agreement is projected to be \$214,285. The consultant will receive up to \$150,000 for services rendered. As contained in the agreement, the City will retain 30% of revenues collected, which is projected to be \$64,285 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 agreement, Joanna McVay, 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:

  
Bay Kerridge  
City Manager

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Attachment 1

## Background

For over 20 years, the City of Sacramento has offered a fee-for-service dance and youth floor gymnastics 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 the non-general funded program.

Kids "R" It is one of these Leisure Enrichment specialty programs. Joanna's Kids "R" It offers dance, ballet, tap, jazz dance and youth floor gymnastics instruction to youth 2 ½ years and over, as well as jazz dance instruction to adults. The program is offered at the South Natomas Community Center and the Belle Coledge Community Center five days per week year round.

**RESOLUTION NO. 2007-**

Adopted by the Sacramento City Council

June 21, 2007

**AUTHORIZING THE CITY MANAGER TO EXECUTE A THIRTY-SIX MONTH PROFESSIONAL SERVICES AGREEMENT WITH JOANNA'S KIDS "R" IT FOR LEISURE ENRICHMENT SERVICES**

**BACKGROUND**

- A. The City of Sacramento's Department of Parks and Recreation offers a fee-for-service dance and youth floor gymnastics 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. Joanna's Kids "R" It dance and youth floor gymnastics program is offered at the South Natomas Community Center and Belle Cooledge Community Center five days per week year round for youth and adults.

**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 thirty-six month professional services agreement with Joanna McVay, owner of Joanna's Kids "R" It, for an amount not to exceed \$150,000.

