



REPORT TO COUNCIL

City of Sacramento

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915 I Street, Sacramento, CA 95814-2671
www. CityofSacramento.org

CONSENT
June 13, 2006

Honorable Mayor and
Members of the City Council

Subject: Agreement: Consultant Services Agreement with Show Biz Productions for
Leisure Enrichment Services

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

Recommendation: Adopt a Resolution suspending competitive bidding and
authorizing the City Manager to enter into a one-year agreement with Show Biz
Productions for an amount not to exceed \$168,000 from revenues collected.

Contact: Ralph Pettingell, Operations Manager, 808-6173; Sylvia Fort, Program
Manager, 808-8381

Presenters: N/A

Department: Parks and Recreation

Division: Recreation and Human Services

Organization No: 4715

Summary:

This report requests authorization to enter into a one-year agreement with Show Biz Productions who currently provides dance instruction at the South Natomas, Coloma and Samuel C. Pannell Meadowview Community Centers. This fee-for-service program provides the community with recreation programming for ages 3 and over at a variety of locations five days per week. Suspension of the competitive bidding process is recommended due to the service provider's positive service record and strong relationship with the community and with families served throughout the city.

Committee/Commission Action: None with this item.

Background Information:

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 this non-general funded program.

Show Biz Productions is one of these specialty programs. Show Biz Productions offers tap, jazz and hip-hop dance instruction to ages three and over. Show Biz Productions has a direct link to the Sacramento Kings and Sacramento Monarchs basketball teams and provides the half time shows for the two National Basketball Association teams. As a direct result, Show Biz Productions is able to extend the opportunity for involvement in the half time shows to their advanced leisure enrichment participants.

Suspension of the competitive bidding process is recommended in this situation as Show Biz Productions has provided competent services with a positive track record and has a strong, established relationship with families and children served within the city.

The agreement is available for review in the City Clerk's Office.

Financial Considerations:

No funding is requested with this item. 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 one-year term of the agreement is projected to be \$240,000. The contractor will receive \$168,000 for services rendered. As contained in the agreement, the City will retain 30% of revenues collected, which is \$72,000 to offset administrative and operational costs. Revenues are deposited into the Special Recreation Fund (Fund 571).

Environmental Considerations:

There are no environmental considerations with this report.

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.

Emerging Small Business Development (ESBD):

The provider for this agreement, Show Biz Productions, has chosen not to be certified by the City's Emerging Small Business Development Office. However, the department as a whole has reached the twenty percent goal adopted by City Council and will continue to encourage vendors to participate in the program.

Approved by: 
Robert G. Overstreet II
Parks and Recreation Director

Recommendation Approved:

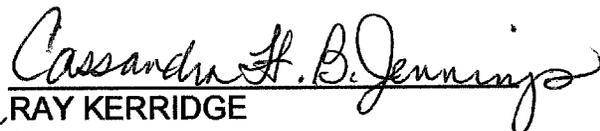

for RAY KERRIDGE
City Manager

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RESOLUTION NO.

Adopted by the Sacramento City Council

June 13, 2006

SUSPENDING COMPETITIVE BIDDING AND AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONSULTANT SERVICES AGREEMENT WITH SHOW BIZ PRODUCTIONS FOR LEISURE ENRICHMENT SERVICES

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. Show Biz Production's dance program is offered at the Coloma, South Natomas and Samuel C. Pannell Meadowview Community Centers five days per week for ages 3 and over.
- C. Suspension of the competitive bidding process is recommended as Show Biz Productions has provided competent services with a positive track record and has a strong, established relationship with families and children served within the city.

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

- Section 1. In the best interest of the City, the City Manager is authorized to suspend competitive bidding and enter into a one-year agreement with Show Biz Productions for an amount not to exceed \$168,000 from revenues collected.