



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: March 23, 2022

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: License Agreement Request for Proposal Process to Provide Year-Round Structured Recreation in Plaza Vera Cruz

RECOMMENDATION:

That the Commission receive a presentation on the Request for Proposal process for entering into a License Agreement with the purpose of conducting year-round structured recreational activities, programs, camps, classes, and community performances for all ages, in Plaza Vera Cruz.

DISCUSSION:

Background

Plaza Vera Cruz, a 1.5 acre park located in downtown Santa Barbara, was designated a public park in 1855 and is one of Santa Barbara's oldest parks. For many decades, the park had a history of significant and chronic misuse behaviors that upset and disrupted nearby residents and businesses, created unsafe park conditions, and deterred public use. In May 2020, after undertaking significant park improvements that included removing an unused playground, expanding and renovating the turf, and completing tree trimming and landscape upgrades, the Department entered into a pilot partnership with Santa Barbara Trapeze Company (SBTC) to promote positive recreation activity through youth and adult trapeze classes. Prior to entering into the partnership, the Department hosted an on-site community meeting on April 14, 2021, and reviewed the proposed changes with the Commission in April 2021. Surrounding residents and businesses welcomed the park improvements and pilot partnership.

Pilot Program Outcomes

During their first ten months operating in Plaza Vera Cruz, SBTC served 279 youth summer camp participants, and 700 youth and adult trapeze class participants. This past summer, SBTC awarded 15 scholarships at a value of \$5,775 and generated \$9,765 in net revenue. SBTC also paid \$17,503 for contracted landscape maintenance which enabled the Parks Division to reallocate staff resources to other City parks. Additionally,

SBTC worked with local residents and businesses to provide access to the park during their operating hours, demonstrating the benefit that activating a park creates a strong deterrent for misuse behaviors.

Request for Proposal Process

Following the success with the pilot partnership with SBTC, the Department evaluated the benefits of licensing a portion of the park (60%) for structured year-round recreational activities while re-opening the remaining portion of the park (40%) for daily drop-in use. To achieve this, the Department initiated a Request For Proposal (RFP) process inviting successful licensees to submit a proposal for review.

Staff developed the RFP with the purpose of seeking successful licensees to conduct year-round structured recreational activities, programs, camps, classes, and community performances for all ages within a designed licensed area of the park. The RFP required prospective licensees to share their operating methodology and business plan that included a revenue share with the City, and demonstrate their qualifications and experience. It also required licensees comply with the operating responsibilities and best practices for delivering programs and services that align with the Department's expectations.

The RFP (Attachment) was issued through the City's online purchasing process (PlanetBids), and emailed directly to current and past service providers, shared on social media platforms, and involved a non-mandatory pre-proposal meeting at Plaza Vera Cruz on January 5, 2022 to answer questions from potential licensees. A total of two potential licensees participated in the meeting.

One proposal was received on January 19, 2022. The Department reviewed the proposal from SBTC and determined it successfully met all of the required objectives.

Agreement with SBTC and Public Use of Plaza Vera Cruz

Per the proposed agreement, SBTC is responsible for organizing and conducting year-round structured trapeze classes for individuals of all ages, youth summer camps, private events and performances, and operate concession services. SBTC agrees that the premises shall not be used for any other purpose without City consent, to keep the License Area in a clean and safe condition, and to be fully responsible for the security of Licensee's facilities, equipment, and products used or stored at the License Area. During the license period and upon expiration of the License Agreement term, SBTC will remove all unused equipment and instruments of service, all excess or unsuitable material, trash, rubbish, and debris, and legally dispose of same, unless otherwise directed, and agrees to leave entire area in a neat, clean and acceptable condition as approved by the Parks and Recreation Department.

In addition to SBTC providing ongoing public access to the licensed space during their operating hours, the Department plans to re-open the 40% portion of the park to the public in early April. The park will be open daily between the hours of 8:00 a.m. and 5:30 p.m.

The Department has a long history partnering with outside organizations by leasing, licensing, or co-sponsoring exclusive use or a portion of recreation facilities, parks, and beaches for the delivery of program and services that benefit the entire community. For instance, Santa Barbara Swim Club use of Los Baños swimming pool for youth competitive swimming, summer camp third party providers using volleyball and tennis courts, or leases with health, legal, and social service providers at the Westside and Franklin Neighborhood Centers. The proposed agreement with SBTC is similar to other agreements in place for the use of City parks and recreational facilities.

BUDGET/FINANCIAL INFORMATION:

The Department entered into negotiations for a License Agreement with an initial term of one year with annual one-year extensions for up to a total of 4 years. Extensions will be conditioned upon satisfactory performance and meeting all insurance and indemnification requirements. Per the proposed agreement, SBTC is paid 90% of each registration fee collected, calculated using the basic resident rate. Based on the increase in projected number of camp participants, the total amount of revenue the City will receive for summer camps through June 30, 2022 is estimated to be \$24,000. Additionally, SBTC will provide a total of 40 summer camp scholarships and 25 scholarships for youth participation in ongoing master class sessions at an estimated value of \$35,000. Lastly, SBTC will pay the annual cost for landscape services, water, and fence rental to ensure that Plaza Vera Cruz is maintained in accordance with Department maintenance standards. These costs are estimated to be \$30,000, for a total compensation to the City of \$89,000.

ATTACHMENT: RFP No. 4057 – Plaza Vera Cruz Licensee and Addendum

SUBMITTED BY: Rich Hanna, Recreation Manager

APPROVED BY: Jill E. Zachary, Parks and Recreation Director