



Memorandum

To: Parks & Recreation Committee

From: Dean R. Gazza, Director of Parks, Recreation and Facilities Management

Date: December 5, 2013

Re: Action: Approval of Panther Baseball Club for Operation of Adult Softball Program
and Appleton Memorial Park Concessions

The 2011 City of Appleton Budget and Service Plan included the transition of the adult softball program offered by the Parks and Recreation Department to a program administered by a not-for-profit organization. Declining resources and financial challenges required the Department to explore and implement alternative delivery methods for programs, events and activities and the transition of the adult softball program to a not-for-profit organization allowed the continued offering of an adult softball program to the community.

The City of Appleton executed a one-year agreement with the Fox Valley Recreation Association (FVRA) in January 2011 for the operations of the adult softball program and Appleton Memorial Park concessions in 2011. A two-year agreement was executed with the FVRA in December 2011 for the 2012-2013 seasons and expired on November 1, 2013.

The current Procurement Policy for the City of Appleton requires the solicitation of quotations/proposals when an agreement/contract for services expires unless City Council action is obtained to continue with the current contracted service provider. The Parks, Recreation and Facilities Management Department reported to the Parks and Recreation Committee on September 25 it would be soliciting proposals from interested organizations for the operations of the adult softball program. The solicitation of proposals for the operations of the adult softball program was not a reflection on the previous program operation, but a requirement of City policy and also an opportunity for the Department to explore other proposals for the delivery of the adult softball program.

The “Requests for Proposals” for the operations of the adult softball program was distributed to interested organizations on Friday, September 27, 2013. A public notice of the “Requests

for Proposals” was also published in the newspaper on Thursday, October 3, 2013. Proposals were due Friday, October 25, 2013.

The Parks, Recreation and Facilities Management Department received proposals from two organizations. Each organization was interviewed by members of the Parks, Recreation and Facilities Management Department staff on Friday, November 15, 2013. The organizations were evaluated based on their original proposal, responses to additional questions that were provided to each organization on Friday, November 1 and other information they presented at the interview on November 15th.

The following categories were used to evaluate each organization: Relevant Experience; Program Management; Staff Operating Competency; Program Understanding; and Organization’s Presented Considerations. Point values were assigned to each category and each member of the staff provided a numeric score for each category. Below is the average score for each of the organizations who submitted a proposal:

<u>Organization</u>	<u>Average Score (0-100 scale)</u>
Panther Baseball Club	85
Fox Valley Recreation Association	69

Based on the evaluation of the proposals, it is the recommendation of the Parks, Recreation and Facilities Management Department to execute an agreement with the Panther Baseball Club for the operations of the adult softball program and Appleton Memorial Park concession operations. The recommendation to execute the agreement with the Panther Baseball Club is based on the following:

- Solid systems infrastructure, including software programs for marketing, scheduling, registration, communications with participants, etc.
- Organizational stability, including place of business, Board structure, involvement of volunteers, etc.
- Organizational longevity and stability
- Permanent staffing levels and availability of seasonal and/or part time staff
- Experience, expertise and educational background of staff
- Marketing experience
- New program development based on community needs and merging trends
- Compensation to the City of Appleton for use of the complex

The components of the agreement between the City of Appleton and the Panther Baseball Club include:

- One-year term with an automatic renewal for two (2) additional one-year terms. The agreement will include the ability for either party to terminate the agreement if proper notification is provided by October 1 of each year.
- Program expectations of the Panther Baseball Club.
- Responsibilities of the Parks, Recreation and Facilities Management Department and the Panther Baseball Club.
- Insurance requirements as determined by the Risk Manager.
- \$50,000 performance bond or letter of credit requirement.

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- Payment to the City of Appleton of \$50/adult softball team for use of the ball diamond complex at Appleton Memorial Park.
- Monthly payments of \$500 to the City of Appleton for months June through October for the right to operate the concessions at the Appleton Memorial Park ball diamond complex. Total payments to the City of Appleton shall be \$2500.
- The Panther Baseball Club will retain all revenues from concession operations.
- The Panther Baseball Club shall return 5% of all gross revenues over \$100,000 for each year of the contract.
- Hours of concession operations will be consistent with programs offered at Appleton Memorial Park ball diamond complex.
- Services and products being offered will be consistent with previous operations.

This recommendation will appear on the Parks and Recreation Committee agenda as an action item on Wednesday, December 11, 2013.

Please feel free to contact me at 832-5572 with any questions, or by email at dean.gazza@appleton.org.