



## Legislation Details (With Text)

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**Title:** AWARD OF AGREEMENT WITH THE HERMOSA BEACH  
YOUTH BASKETBALL LEAGUE TO PROVIDE A COED YOUTH  
BASKETBALL LEAGUE FOR A THREE-YEAR TERM  
(Community Resources Manager Kelly Orta)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. HBYB Agreement 2020-2023 FINAL.

Date	Ver.	Action By	Action	Result
9/8/2020	1	City Council		

**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of September 8, 2020**

**AWARD OF AGREEMENT WITH THE HERMOSA BEACH  
YOUTH BASKETBALL LEAGUE TO PROVIDE A COED YOUTH  
BASKETBALL LEAGUE FOR A THREE-YEAR TERM  
(Community Resources Manager Kelly Orta)**

**Recommended Action:**

Staff recommends that the City Council award the agreement with the Hermosa Beach Youth Basketball League to provide a coed youth basketball league for a three-year term commencing when it is safe to do so, consistent with COVID-19 restrictions and protocols established by the State of California and County of Los Angeles Health Departments.

**Executive Summary:**

For over 30 years, the Hermosa Beach Youth Basketball League (HBYBL) has managed and operated the coed youth basketball league each winter for South Bay children in grades kindergarten through eight. Practices, games, and other league-related activities take place predominately at the indoor gymnasium located at the Community Center. Since 2013, HBYBL has demonstrated its commitment to providing a quality youth sports program that has a strong leadership team focused on the sustainability of the league and the sportsmanship of its participants. Its most recent agreement expired in March 2020. Staff issued an RFP and found HBYBL's response to be complete and comprehensive of an organized and community-based league. Overall, staff is pleased with the positive changes HBYBL has continued to make to its organization and recommends approval of a

new, three-year agreement.

### **Background:**

For over 30 years, HBYBL has managed and operated the coed basketball league each winter and select summers for South Bay youth in grades kindergarten through eight. This league holds its events primarily in the Community Center gymnasium. Outdoor basketball courts and the Valley School gymnasium are also occasionally utilized for games and practices, as necessary. Each season, the league provides organized play for approximately 750 children. Most participants are Hermosa Beach residents with some residing in neighboring cities.

HBYBL's most recent agreement with the City expired at the conclusion of its winter league in March, which was unexpectedly cut short due to COVID-19 precautionary measures.

### **Discussion:**

Since 2013, the City has executed multiple agreements with HBYBL to manage and facilitate the annual youth basketball league for the community. It has done so in a manner that has provided positive efforts toward the enhancement of the league for participants and their families. At the expiration of HBYBL's previous agreement, the City issued a request for proposals (RFP) on June 4, 2020 for coed youth basketball leagues for the community. Although HBYBL was the sole respondent, it demonstrated a strong commitment to continuing its community-based program that focuses on good sportsmanship, skill building, and team building in a safe and fun environment. Staff recommends the award of the contract to HBYBL so that it can begin to determine how best it can prepare for the upcoming season with the continued uncertainty of the COVID-19 pandemic.

Included as **Attachment 1** is the proposed agreement with HBYBL that would be for a three-year term commencing when the City is able to allow the activity to take place safely in the gymnasium. HBYBL has the resources and time to put the league together. The agreement may be extended for two additional one-year terms. Use of the gymnasium and other indoor facilities, as needed for league activities, would be charged at a rate of \$28 per hour. HBYBL has committed to continuing its enforcement and implementation of a number of policies previously required by the City, including:

- A diverse board that includes representatives from several community organizations and community members directly associated with the league;
- Effective written communication with league participants including reliable league contact information that is included on league signage in the gymnasium;
- Implementation of a mandatory coaches' training program;
- Proactive approaches to civic and school district outreach for potential assistance/donations;
- Presentation of league overview to the Parks, Recreation and Community Resources Advisory Commission immediately following each season to provide updates and general financials of the season; and
- Management of the league on a purely volunteer basis and contribution of league revenues to the community or for the betterment of the program.

Overall, staff has been very satisfied and appreciative of HBYBL's efforts within the past few seasons and remains confident that it can provide this same quality of programming for the upcoming season.

**General Plan Consistency:**

This report and associated recommendation have been evaluated for its consistency with the City's General Plan. Relevant policies are listed below:

*Parks & Open Space Element*

**Goal 2. Abundant parks, open space, and recreational facilities to serve the community.**

Policies:

- **2.1 Diverse programs and facilities.** Offer diverse recreational programs and facilities to meet the needs of all residents.

**Goal 3. Community parks and facilities encourage social activity and interaction.**

- **3.5 Health and physical activity.** Increase the availability of space and variety of activities that promote community health and physical activity such as community gardens, fitness stations/ equipment, and fields/courts.

**Fiscal Impact:**

Hourly rental fees of \$28 would be charged for its use of the gymnasium and classrooms at the Community Center. While unknown at this time, there would likely be in-kind or monetary donations made at the conclusion of each season donated by HBYBL for facility enhancements or projects throughout the City that would benefit Hermosa Beach residents.

**Attachments:**

1. Agreement with HBYBL

**Respectfully Submitted by:** Kelly Orta, Community Resources Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager