



Staff Report

File #: REPORT 19-0582, Version: 1

**Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of September 10, 2019**

**EXTENSION OF AGREEMENT WITH THE HERMOSA BEACH
YOUTH BASKETBALL LEAGUE TO PROVIDE A COED YOUTH
BASKETBALL LEAGUE FOR THE UPCOMING 2019/2020
REGULAR AND OPTIONAL SUMMER SEASON
(Community Resources Manager Kelly Orta)**

Recommended Action:

Staff recommends that the City Council approve the Second Amendment to the Hermosa Beach Youth Basketball League agreement, authorizing the last of two one-year extensions, to coordinate and manage the 2019-2020 coed youth basketball league and optional summer season.

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 eighth. Practices, games, and other league-related activities take place predominately at the indoor gymnasium located at the Community Center. Following a series of Requests for Proposals (RFPs) issued in 2016 and 2017, 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 current agreement with the City allows a final one-year extension, which if approved, will expire following a summer league in July 2020. Overall, staff is pleased with the positive changes HBYBL has continued to make to its organization and recommends approval of this one-year extension.

Background:

For over 30 years, HBYBL has managed and operated the coed basketball league each winter for South Bay youth in grades kindergarten through eighth. 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.

In Fall 2013, staff found that HBYBL was utilizing City facilities for its league activities without a formal agreement in place. The City entered into an agreement with HBYBL in November 2013 for a

two-year term, expiring at the end of the 2015-2016 season. During this time, questions arose regarding the league's handling of disciplinary situations, its financial practices, and overall communication with league participants. At its expiration, a formal RFP was issued to provide the City an added level of oversight with the league and to ensure a quality program for residents. Additionally, a Youth Basketball Subcommittee was created by the Parks, Recreation and Community Resources Advisory Commission, which assisted in the review of proposals and selection of a preferred organization. Following a considerable amount of public testimony and a general concern over whether HBYBL could make positive changes toward a more community-focused league, the City Council awarded a one-year agreement to HBYBL for the 2016-2017 season at its meeting on September 27, 2016. The agreement included several requirements it had to comply with respect to many concerns, including:

1. Expansion of its Board by at least six (6) members that represent different organizations such as:
 - a. Parks, Recreation and Community Resources Advisory Commission;
 - b. Hermosa Beach City School District;
 - c. Hermosa Beach Education Foundation; and
 - d. 3 additional members who meet the following criteria:
 - i. Must have a child or family participating in the league;
 - ii. Must be a resident of Hermosa Beach; and
 - iii. Must have previous non-profit experience.
2. Improvements to the communication and outreach to league participants and parents;
3. Payment of a refundable deposit at the start of the season;
4. Organize and implement a mandatory coaches training program;
5. Be more proactive about civic and school district outreach for potential assistance/donations;
6. Manage the league strictly based on volunteerism; and
7. Present league overview to the Parks, Recreation and Community Resources Advisory Commission immediately following each season to provide updates and general financials of the season.

HBYBL quickly reorganized itself and implemented all the requirements into its 2016-2017 season. Following the completion of the season, another RFP was issued with HBYBL as the only responding organization. After review of its proposal and implemented changes in the previous season, staff was pleased with the efforts and positive changes HBYBL implemented and the City Council approved a one-year agreement with an option to extend for two additional one-year terms at its meeting on July 25, 2017.

Discussion:

Since commencement of its most recent agreement, HBYBL representatives have continued to demonstrate their commitment to providing a quality youth basketball program to Hermosa Beach

and South Bay youth. Annually, league representatives have met with staff to provide updates regarding its league, presentations to the Parks, Recreation and Community Resources Commission on the outcomes of each season, and provide its Form 990, which outlines its previous year's financial information. Overall, staff has been very satisfied and appreciative of HBYBL's efforts and remains confident that it can provide this same quality of programming for the upcoming season.

Although this extension has the option to expire at either the conclusion of the regular season (March 2020) or following an optional summer league managed at the discretion of HBYBL (likely scheduled for July 2020), staff anticipates the issuance of an RFP in Spring 2020 for upcoming seasons.

General Plan Consistency:

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The partnership with HBYBL supports several PLAN Hermosa goals and policies that are listed below:

- Parks & Open Space
 - Goal 2. Abundant parks, open space, and recreational facilities to serve the community.
 - 2.1 Diverse programs and facilities. Offer diverse recreational programs and facilities to meet the needs of all residents.
 - 2.5 Shared use agreements. Work with adjacent jurisdictions, the school district, and private facilities to offer recreational opportunities or activities not available at City of Hermosa Beach facilities.
 - 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:

While unknown at this time, there will likely be in-kind or monetary donations made at the conclusion of the 2019-2020 season donated by HBYBL for facility enhancements or projects throughout the City that will benefit Hermosa Beach residents. Hourly rental fees of \$25 will be charged for its use of the gymnasium and classrooms at the Community Center.

Attachments:

1. Agreement with HBYBL and First Amendment
2. Second Amendment to 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

