



DATE: June 10, 2014

CATEGORY: Consent

DEPT.: Community Services

TITLE: **Cuesta Tennis Center Agreement –
Mountain View Tennis Academy**

RECOMMENDATION

Approve the Parks and Recreation Commission recommendation to authorize the City Manager (or designee) to enter into a five-year agreement with Mountain View Tennis Academy for the operation of the Cuesta Tennis Center.

BACKGROUND

In June 2009, after an intensive Request for Proposals (RFP) process, the City Council approved the Parks and Recreation Commission's (PRC) recommendation and authorized the City Manager to enter into a three-year contract with Mountain View Tennis Academy (MVT) for the operation of the Cuesta Tennis Center. Since that time, the City has extended the agreement with MVT another two years. The current contract with MVT will expire on June 30, 2014.

As part of the recommendation to enter into a contract with MVT in 2009, the PRC and City Council also approved the general goals and objectives for MVT to accomplish with tennis programs in Mountain View. These guidelines include: target a cost-recovery goal of 40 percent to 60 percent; and implement their tennis programs as a community-oriented model which is defined as "public tennis court operations that accommodate and allow access to the widest variety of tennis programs, levels, and interest of play (walk-on, instructional recreation, competitive leagues, and tournaments) at an affordable rate."

Over the past five years, the MVT programs have generated revenues within the cost-recovery goals and continues to provide programs based on the community-oriented model. In addition, MVT continues to meet the contractual obligation by maintaining nonreservable courts for walk-on use, facilitating league play, and coordinating tournaments that are open to the public.

ANALYSIS

On May 14, 2014, staff presented information to the PRC to receive feedback and a recommendation to enter into a new agreement with MVT.

The term of the original agreement and extension will expire on June 30, 2014. Staff recommends entering into a new agreement to operate the Cuesta Tennis Center with MVT for another five years, with an option to extend for an additional five years at the discretion of the City. The original terms of the agreement remain mostly unchanged; however, there are minor changes that the Recreation Division and MVT have requested to update and modify. The sections being considered for changes are as follows:

Holiday Closure: Allow the MVT Clubhouse to be closed to the public on Christmas Eve, Christmas, New Year's Eve, and New Year's Day. This closure is consistent with other City facilities. Tennis courts will be available to the public for walk-on use during these holidays.

Tennis Court Usage: Allow use of Whisman Park tennis courts for private lessons. This allowance would be similar to the use currently allowed at Cooper and Rengstorff Parks. Private lessons would be allowed at other satellite locations (Sylvan and Stevenson Parks) when MVT begins offering recreation tennis lessons at the additional satellite locations. All activities offered by MVT currently require approval by the Community Services Director on a per-session basis.

The ability to offer private lessons at satellite tennis courts assists the enrollment of MVT recreation classes. Students often ask for private lessons to supplement their recreation class instruction, and parents often request private lessons before or after their child's class. MVT has refused these requests at Whisman Park because of the current restriction on private lessons.

Please note that all recreation tennis classes held at any satellite court will continue to be approved by the Recreation Division on a per-session basis. The Recreation Division feels that this approval process will provide flexibility in the scheduling and allow staff the opportunity to make changes based on potential neighborhood concerns should they arise.

In regard to tennis court usage, it has been noted by the operator and through a recent survey of Cuesta Tennis Center users that several tennis courts are left unused Monday through Friday between 12:00 noon and 5:00 p.m. at the Cuesta Tennis Center. This is a period of time that is being considered as nonprime time. It is the desire of MVT to

have the opportunity to maximize the use of these tennis courts during this nonprime-time period which would be permitted by the Recreation Division and may be revoked at any time if concerns are received from the public. The Recreation Division supports MVT's vision of using the unoccupied tennis courts during the nonprime time, but wants to be certain that even during the nonprime time, some tennis courts will remain available for any walk-on player. MVT has agreed to maintain four (4) of the non-reservation courts for walk-on use at all times and to monitor the use of the courts during this nonprime time to make sure that walk-on patrons are not waiting for a court.

Tournaments: Allow flexibility in the language relating to tournaments. With added flexibility, the total number of days the Cuesta Tennis Center is used for tournaments does not increase from the original agreement. It is expected that potentially shorter tournament lengths may increase the overall participation in tennis tournaments. In addition, it is the goal of MVT to offer additional tournament opportunities to junior players during nonprime times with this increased flexibility.

At the May 14, 2014 PRC meeting, the Commission voted 4-1 (Commissioner Burney opposed) to support the previously stated amendments to the operator's agreement and recommend that City Council authorize the City Manager (or designee) to enter into a new five-year agreement with MVT for the operation of the Cuesta Tennis Center. Several members of the public spoke at the meeting in support of the recommendation and in support of MVT in general (Attachment 1 – May 14, 2014 Parks and Recreation Commission Staff Report).

FISCAL IMPACT

Net revenues anticipated by the City are: \$26,544 in Year 1; \$26,944 in Year 2; \$27,348 in Year 3; \$27,756 in Year 4; and \$28,172 in Year 5. The amounts meet the City cost-recovery goal of 40 percent to 60 percent annually, inclusive of capital costs.

ALTERNATIVE

Do not enter into an agreement with MVT and complete a new RFP process.

PUBLIC NOTICING

Agenda posting; e-mail notice to Mountain View Tennis Club and previous Tennis Advisory Board; and posting at Cuesta Tennis Center and Rengstorff, Whisman, and Cooper Tennis Courts.

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Attachment: 1. May 14, 2014 Parks and Recreation Commission Staff Report