

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 9, 2023
Item 4

TITLE: RECOMMEND CITY COUNCIL APPROVE A 10 YEAR AGREEMENT WITH LIFETIME TENNIS, INC. (DBA LIFETIME ACTIVITIES, INC.) FOR TENNIS OPERATIONS AND MAINTENANCE

SUMMARY

Since 2005, the City has utilized contract services to provide tennis operations and facility maintenance. The current agreement expires on December 31, 2023. Staff recommends the City enter into a new agreement with Lifetime Activities, Inc. (Lifetime) to provide tennis, pickleball, table tennis, and badminton operations and maintenance from January 1, 2024, to December 31, 2033.

RECOMMENDATION

Recommend City Council approve a 10 year agreement with Lifetime Tennis, Inc. (DBA Lifetime Activities, Inc.) for tennis operations and maintenance.

FINANCIAL STATEMENT

During the first year of the Agreement, Lifetime will pay the City \$150,000 with annual increases of \$5,000 throughout the term of the Agreement. The total amount the City will receive for all 10 years of the agreement is \$1,725,000. This is the breakdown of revenue per year:

The Agreement specifies that Lifetime will pay the City an Annual Fee as follows:

YEAR 1	January 1, 2024 - December 31, 2024 = \$150,000
YEAR 2	January 1, 2025 - December 31, 2025 = \$155,000
YEAR 3	January 1, 2026 - December 31, 2026 = \$160,000
YEAR 4	January 1, 2027 - December 31, 2027 = \$165,000
YEAR 5	January 1, 2028 - December 31, 2028 = \$170,000
YEAR 6	January 1, 2029 - December 31, 2029 = \$175,000
YEAR 7	January 1, 2030 - December 31, 2030 = \$180,000
YEAR 8	January 1, 2031 - December 31, 2031 = \$185,000
YEAR 9	January 1, 2032 - December 31, 2032 = \$190,000
YEAR 10	January 1, 2033 - December 31, 2033 = \$195,000

TOTAL: \$1,725,000

In addition, Lifetime has agreed to fund the conversion of Tennis Court 10 to four pickleball courts at Tennis and Community Park, up to the amount of \$100,000 in 2024.

BACKGROUND

Lifetime has served as the City's tennis operations provider since 2005. During this time, Lifetime has proven to be an exceptional partner to the City. They have built a reputation for providing quality programming, accessible opportunities for Pleasanton residents, excellent customer service, and being responsive to community needs.

Lifetime provides tennis and pickleball programs, classes, and court reservations at the Tennis and Community Park, as well as drop-in play at the Amador Valley High School (AVHS) Tennis Courts. Over the years, Lifetime has expanded its services to fulfill growing community interests. These additional services include lessons and programs for table tennis, badminton, and chess, and oversight of maintenance and programming of bocce leagues and drop-in play at Centennial Park. Lifetime also promotes inclusive play through their programs for Recreation for Adults with Developmental Disabilities (RADD). Lifetime began supplementing maintenance and cleaning of the Tennis Park in 2008 and has provided capital improvement contributions to enhance the tennis facilities. The current Agreement with Lifetime will conclude December 31, 2023.

In September 2023, the City distributed and conducted a Request for Qualifications (RFQ) for tennis operations and maintenance services for the Tennis and Community Park. Notification of the RFQ was listed on City website's City Bids webpage, posted on the Latest News section, and sent to various tennis providers in the Bay Area. Three vendors responded to the RFQ. A panel of four staff reviewed and scored each respondent's written proposals, held interviews for qualifying respondents, and scored independently based upon the criteria listed in the RFQ. The panel then met to discuss and contacted references listed by the chosen respondent.

Lifetime was unanimously chosen as the preferred vendor based upon many factors. Lifetime showed a strong community-based approach to programming, court usage, customer service, and maintenance needs; they were the most knowledgeable about the Pleasanton community's current needs, and trends; and they highlighted superior experience providing tennis operational services throughout the Bay Area, including the cities of Walnut Creek, Cupertino, and San Francisco. Lifetime has been providing successful tennis operational services in the Bay Area for over 20 years.

DISCUSSION

The term for the proposed Agreement is 10 years, beginning January 1, 2024. As a committed partner to the City, this term is recommended so that Lifetime may continue to develop and offer strong programming and assist in long term capital projects for the facility. The 10 year agreement also offers stability in community tennis and pickleball programming as well as enhanced efficiency for City staff.

Lifetime has agreed to fund up to a \$100,000 Capital Improvement project at the Tennis and Community Park to convert Court 10 from one tennis court to four pickleball courts. This will expand opportunity for the community to engage in the sport of pickleball through lessons, drop-in and league play.

Key aspects of the Agreement are summarized below. Lifetime commits to:

- Operate the City's Tennis and Community Park, including onsite lessons and programs for tennis, pickleball, table tennis, badminton, and chess
- Oversee tennis and pickleball court reservations and drop-in play at the Tennis and Community Park and Amador Valley High School
- Provide maintenance services at the Tennis and Community Park
- Provide inclusive play through their programs for Recreation for Adults with Developmental Disabilities (RADD)
- Provide and maintain office equipment, including computers, printers, copiers, and furnishings
- Handle all registration and financial transactions for programs, court rentals, and merchandise
- Provide quarterly payments to the City totaling \$1,725,000 over the 10-year agreement
- Provide up to \$100,000 to convert Court 10 to four pickleball courts.

As there are still items to negotiate and discuss regarding the bocce program, a separate agreement for bocce services with Lifetime will be brought forward for Parks and Recreation Commission review and consideration at the December 2023 meeting.

Lifetime has been a valued City partner for over 18 years. Their commitment to Pleasanton residents and investment in facility infrastructure has made them an outstanding community collaborator.

STRATEGIC PLAN ALIGNMENT

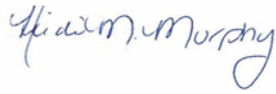
Approval of this action advances the following Citywide strategic goals:

One Pleasanton Citywide Strategic Plan (Attachment 2)

- Funding Our Future, Strategy 1 – Develop a long-term strategy for funding operations and maintenance needs to ensure reliability of community-owned facilities and infrastructure and continuity of City services.
- Investing In Our Environment, Strategy 7 – Continue to invest in parks, bicycle, and pedestrian infrastructure, and public art to improve traffic safety, promote climate resilience, and increase equitable access to cultural and recreational opportunities.
- Building a Community Where Everyone Belongs, Strategy 3 – Implement high priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.
 - Library and Recreation Strategic Plan (Attachment 3)
 - Goal B. Community Engagement, Customer Service and Communication, Strategy 12 - Identify opportunities for increasing our partnerships with City departments, local

agencies, businesses and organizations to extend the reach of the department to meet community needs and interests.

Submitted by:

A handwritten signature in blue ink that reads "Heidi Murphy".

Heidi Murphy
Director of Library and Recreation

Attachment:

1. Agreement for Services
2. [One Pleasanton Citywide Strategic Plan](#) (online)
3. [Library and Recreation Strategic Plan](#) (online)