

RESOLUTION NO. 2024-25

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
APPROVING AGREEMENT BETWEEN THE CITY OF MARINA AND
FUN4ALL, LLC. TO PROVIDE SPECIALTY SUMMER CAMPS AND
AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT ON
BEHALF OF THE CITY SUBJECT TO FINAL REVIEW AND APPROVAL BY
THE CITY ATTORNEY.

WHEREAS, the City of Marina seeks to increase awareness, increase the number of unique participants served, increase access to STEM activities, and increase revenue; and

WHEREAS, Marina does not currently offer specialty summer camps; and

WHEREAS, the most cost effective way to provide specialty summer camps is through a third party vendor.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Marina hereby:

1. Approve an agreement between the City of Marina and Fun4All, LLC. to provide specialty summer camps; and
2. Authorize the City Manager to execute the agreement on behalf of the City subject to final review and approval by the City Attorney.

PASSED AND ADOPTED, by the City Council of the City of Marina at a regular meeting held on the 19th day of March 2024, by the following vote:

AYES: COUNCIL MEMBERS: McAdams, McCarthy, Biala, Visscher, Delgado

NOES: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

Buce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

EXHIBIT A

SCOPE OF WORK/SERVICES

Fun4All LLC will provide all required instructors , curricula, supplies and materials for the following schedule of programs. In the event that the enrollment for the proposed class does not exceed the minimum number established by City and VENDOR, the City reserves the right to cancel said program upon forty-eight hours' notice to VENDOR as hereinafter provided. In the event of such cancellation, City shall have no liability for any services rendered or expenses incurred hereunder by VENDOR after the issuance of such notice.

June 10-13, 2024 (Monday, Tuesday, Wednesday, Thursday)

1pm-5pm

Science Camp

June 14, 2024 (Friday)

1pm-5pm

Science Workshop

June 17-21, 2024 (Monday, Tuesday, Thursday, Friday) (Wednesday the 19th is a City Holiday)

1pm-5pm

Outside the Line-Art Camp

June 24-27, 2024 (Monday, Tuesday, Wednesday, Thursday)

1pm-5pm

Slime Camp

June 28, 2024 (Friday)

1pm-5pm

Slime Workshop

July 1-5, 2024 (Monday, Tuesday, Wednesday, Friday) (Thursday, July 4 is a City Holiday)

1pm-5pm

Lego Camp

July 8-11, 2024 (Monday, Tuesday, Wednesday, Thursday)

1pm-5pm

Science Camp

July 12, 2024 (Friday)

1pm-5pm

Science Workshop

July 15-18, 2024 (Monday, Tuesday, Wednesday, Thursday)

1pm-5pm

Art Camp

July 19, 2024 (Friday)

1pm-5pm

Art Workshop

July 22-25, 2024 (Monday, Tuesday, Wednesday, Thursday)

1pm-5pm

Slime Camp

July 26, 2024 (Friday)

1pm-5pm

Slime Workshop

July 29-August 1, 2024 (Monday, Tuesday, Wednesday, Thursday)

1pm-5pm

Lego Camp

August 2, 2024 (Friday)

1pm-5pm

Lego Workshop

March 12, 2024

Item No. **10g(1)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of March 19, 2024

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2024-
APPROVING AGREEMENT BETWEEN THE CITY OF MARINA AND
FUN4ALL, LLC TO PROVIDE SPECIALTY SUMMER CAMPS AND
WORKSHOPS AND AUTHORIZING THE CITY MANAGER TO
EXECUTE THE AGREEMENT ON BEHALF OF THE CITY**

RECOMMENDATION:

It is recommended that the City Council:

1. Consider adopting Resolution No. 2024-, approving an agreement between the City of Marina and Fun4All LLC to provide specialty summer camps and workshops.
2. Authorize the City Manager to execute the agreement on behalf of the City subject to final review and approval by the City Attorney.

BACKGROUND:

Historically, City of Marina's Recreation & Cultural Services Department has offered a traditional day camp program and a small number of sport specific camps during the summer break. The traditional day camp program typically serves the same population that participates in the year round after school program. Similarly, the participants in the sport specific camps, are also enrolled in the traditional day camp program. As a result, the existing youth programs are mostly serving the same 80-100 youth year-round.

These programs are also heavily subsidized by the general fund. Combined, the traditional youth and sports programs have a cost recovery of approximately 23% (Direct Costs Only). As a result, the General Fund is subsidizing approximately 77% of the cost to provide the program.

ANALYSIS:

Recently, staff sent an interest survey to families attending Marina elementary schools to determine interest in summer specialty camps. Survey results indicate that there is an appetite for specialty camp offerings. The top four themes were science (73%), engineering (64%), art (60%), and slime (51%). The most popular format was a 4-day camp that meets 4 hours per day (42%).

Staff recommend expanding the Recreation & Cultural Services summer offerings to include specialty camps and workshops through a third-party contractor. The intent of expanding program offerings is to increase awareness, increase the number of unique participants served, increase access to STEM activities, and increase revenue.

Marina Recreation & Cultural Services Department is new in this market. Surrounding municipalities have been offering specialty camps for many years. To enter the market and be competitive, Staff recommends keeping fees as low as possible. The cost for a 4-day camp is \$150/participant. Staff recommend setting the non-resident rate at \$149 and the resident rate at \$99. Staff also recommend offering one-day workshops for families who may not be able to commit to the 4-day/week camp. The cost for the workshops is \$40/participant. Staff recommend setting the non-resident rate at \$39/participant and the resident rate at \$26/participant. Additionally, Marina residents are eligible for needs based financial assistance through the Marina Action Pass Scholarship Program. **EXHIBIT A** outlines scope of work and services for Summer 2024.

FISCAL IMPACT:

Depending on enrollment and after collecting revenue, expenses to the City could range from \$350 (99% Cost Recovery) to \$12,100 (67% Cost Recovery). The low end of the range assumes every camp and workshop sells out with all non-resident participants. The high end of the range assumes every camp and workshop sells out with all Marina resident participants. Enrollment will be somewhere between these two extremes. Moving forward, fees will be adjusted annually to reduce the subsidy from the general fund, with the goal of being cost neutral or revenue positive in a few short years.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Andrea M. Willer
Recreation & Cultural Services Director
City of Marina

REVIEWED/CONCUR:

Layne P. Long
City Manager
City of Marina