

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA APPROVING AN AGREEMENT WITH PROS
CONSULTING LLC TO PREPARE A COST RECOVERY,
RESOURCE ALLOCATION AND REVENUE
ENHANCEMENT STUDY FOR THE CITY'S RECREATION
FEES

WHEREAS, In an effort to continually improve and enhance services and overall organizational effectiveness, the Recreation Department solicited competitive proposals from qualified firms to conduct a Cost Recovery, Resource Allocation and Revenue Enhancement Study, including an analysis of pricing, operational strategies and working methodologies for the Recreation Department; and

WHEREAS, The comprehensive review and analysis will assist the Recreation Department in refining its service delivery and financial management philosophy to enhance and/or sustain services over both the short and long term; and

WHEREAS, The Recreation Department does not currently have a specific mandated cost recovery or specific percentages per recreation programs and services, other than a guidance of a 30% to 70% cost recovery; and

WHEREAS, An analysis needs to be conducted to factually determine current market status of cost recovery, core services, and revenue sources; and

WHEREAS, In February, the Director of Recreation received three proposals to provide a Cost Recovery, Resource Allocation and Revenue Enhancement Study and all three contractors were invited to participate in an oral interview to review their proposals; and

WHEREAS, City staff determined that Pros Consulting best demonstrated the ability to balance effective stakeholder outreach, opportunities for revenue enhancement strategies, benchmark analysis, and education with the technical skills and experience needed to prepare the necessary cost recovery, resource allocation and revenue enhancement program; and

WHEREAS, City staff recommends that the City enter into an agreement with PROS Consulting to perform the specified services.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it approves the "Agreement Between City of Chula Vista and Pros Consulting LLC to Provide A Cost Recovery, Resource Allocation and Revenue Enhancement Study," in the form presented, with such minor modifications as may be required or approved by the City Attorney, a copy of which shall be kept on file in the Office of the City Clerk, and authorizes and directs the Mayor to execute same.

Presented by

Approved as to form by

Kristi McClure
Director of Recreation

Glen R. Googins
City Attorney