

APPROVED

JAN 09 2008

REPORT OF GENERAL MANAGER

NO. 08-02

DATE January 9, 2008

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MEMORANDUM OF AGREEMENT BETWEEN RECREATION AND PARKS
AND CHIVAS USA SOCCER LLC

R. Adams
H. Fujita
S. Huntley
*V. Israel

J. Kolb
F. Mok
K. Regan
M. Shull

K. Regan (for JKM)

General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the proposed Memorandum of Agreement (MOA), substantially in the form on file in the Board Office, between the Department of Recreation and Parks (Department) and Chivas USA Soccer LLC (Chivas USA), to provide instructional soccer clinics for one year with the option to extend for up to two additional one year terms at Department facilities;
2. Direct the Board Secretary to transmit the proposed MOA to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form; and,
3. Authorize the General Manger to execute the MOA, upon receipt of the necessary approvals.

SUMMARY:

As part of his goal to promote youth development and reduce gang crime by addressing the social conditions that contribute to youth participation in criminal activity, Mayor Antonio Villaraigosa developed an affiliation with Chivas USA, a professional soccer organization known for its commitment to bolstering the lives of Southern California youth through sports training and play. Chivas USA is also known for providing professional soccer clinics and academies linking youth who are interested in soccer with top professionals, trainers and coaches, which are often for a nominal fee or free.

REPORT OF GENERAL MANAGER

PG. 2 NO. 08-02

With these ideas in mind, a new partnership is being proposed between the Department and Chivas USA to provide instructional soccer clinics at forty Department sites for forty weeks for the first year of the proposed partnership. The term of this MOA shall be one year beginning on the Effective Date, but can be extended for up to two additional one-year terms by written agreement executed by authorized representatives of the City and Chivas USA. Either party shall have the right to terminate this MOA for any or no reason upon ninety days' written notice to the other party.

Four 90-minute clinics at each of the forty identified locations will be held, primarily on Saturdays with two mid-week exceptions. Each clinic is expected to have participation in the range of 400 to 500 youths, ages 5 to 15 years of age, which may reach as many as 200,000 youths in the first year. The clinics will also include health and nutrition education for parents and guardians of participating youths. All clinics shall be provided for by staff contracted by Chivas USA, under the supervision of full-time Department staff. The proposed agreement involves no monetary consideration for Chivas USA.

Participants will be required to register, and registration forms and the schedule of the clinics and locations will be available via the internet and at the forty clinic locations. Every registrant will receive a T-shirt, soccer ball, and voucher for free admission to a Chivas USA soccer game. Chivas USA will provide the \$5 registration subsidy on an as-needed basis to ensure that no child will be turned away based on inability to pay or any other factor, unless a particular clinic is full.

The alliance between the Department and Chivas USA creates a mutual benefit to the partnering entities. The Department will provide land, facilities, and recreation and community expertise, and Chivas USA will provide its proven instructional program, name, and its considerable network of sponsors.

Insurance documents are on file with the Department's Risk Manager.

FISCAL IMPACT STATEMENT:

The proposed agreement poses no impact to the Department's General Fund except in staff time, the assessment of which has yet to be completed. It is Chivas USA's responsibility to subsidize the registrant fee to low income participants, no child will be turned away from participating in a clinic.

This report was prepared by Olujimi A. Hawes, Management Analyst II, Pacific Region.