

REPORT OF GENERAL MANAGER

NO. 07-284

DATE December 12, 2007

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MEMORANDUM OF AGREEMENT BETWEEN RECREATION AND PARKS AND CLUB DEPORTIVO CHIVAS USA

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

[Signature]

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

[Signature]

General Manager *(for JKM)*

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the proposed one-year Memorandum of Agreement (MOA), substantially in the form on file in the Board Office, between the Department of Recreation and Parks (Department) and Club Deportivo Chivas USA (Chivas USA), to provide instructional soccer clinics at Department facilities, subject to the approval of the Mayor and City Attorney as to form; and,
2. Authorize the General Manger to expeditiously 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.

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. If successful, the clinics will continue for the full term of the partnership.

REPORT OF GENERAL MANAGER

PG. 2 NO. 07-284

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 400-600 youths ages 5-15, which could reach as many as 200,000 residents of the City in the first year alone. 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 pre-register. Registration forms and the schedule of the clinics and locations will be available via the internet. The registration fee of \$5 also includes a T-shirt, soccer ball, and voucher for free admission to a Chivas USA soccer game with discounts for family members. The partners will provide subsidies 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.

FISCAL IMPACT STATEMENT:

The proposed partnership poses no impact to the Department's General Fund except in staff time, the assessment of which has yet to be completed.

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