

RESOLUTION
of the
BOROUGH OF NEW PROVIDENCE
Resolution No. 2011-94

Council Meeting Date: 03-14-2011

Date Adopted: 03-14-2011

TITLE: RESOLUTION AWARDING CONTRACT TO FIRSTPLAY, LLC. FOR
MULTI-SPORTS PROGRAMS AGES 3-6

Councilperson Galluccio submitted the following resolution, which was duly seconded by Councilperson Cucco.

WHEREAS, proposals were received for the Community Activities Department Multi-Sports programs for children ages 3 -6; and

WHEREAS, two (2) proposals were received, a list of the names of the bidders attached hereto; and

WHEREAS, the Director of the Community Activities Department has recommended the proposal from Firstplay, LLC, be accepted and the contract awarded to same, subject to a review of proposal documents by the Borough Attorney.

NOW THEREFORE BE IT RESOLVED by the Mayor and Borough Council of the Borough of New Providence, County of Union and State of New Jersey, that they award a contract to FirstPlay, LLC, 220 Sherman Avenue Berkeley Heights, NJ 07922 for the Community Activities Department Multi-Sports programs for children ages 3-6, at the rates outlined in the attached memo, dated March 9, 2011.

APPROVED, this 14th day of March, 2011.

ATTEST:

Wendi B. Barry
Borough Clerk

B O R O U G H O F
NEW PROVIDENCE
 SETTLED IN 1720

J. Brooke Hern, Mayor
Tzu-Lin Toner, Director of
Community Activities

TO: Doug Marvin, Borough Administrator
 FROM: Tzu-Lin Toner, Community Activities Director
 DATE: March 9, 2011
 RE: Awarding Contracts for Recreation's Multi-Sports Programs

This requests Mayor & Council's approval to award contracts to **FirstPlay, LLC** and **U.S. Sports Institute (USSI)** for Recreation's Multi-Sports Programs, as follows:

- 1) **AGES 3-6:** FirstPlay would be responsible for conducting camps and classes for Recreation's Multi-Sports Programs for this age group. FirstPlay has been successful in developing programs in New Providence for this age group and has received favorable reviews. Also, FirstPlay has offered to pay the Borough more favorable terms than USSI at 20% vs. 12.5% margin, respectively.

MULTI-SPORTS PROGRAMS	Est. 2011 Enrollment	FIRSTPLAY, LLC			U.S. SPORTS INSTITUTE		
		Price to Consumer	Payment to Boro	Boro Revenue	Price to Consumer	Payment to Boro	Boro Revenue
<u>AGES 3-6 CAMPS/CLASSES</u>							
Summer Camps: 7hrs/session	85	\$17/hr	20%	\$2,023	\$14.50/hr*	12.5%	\$1,078
Afterschool Classes: 7hrs/session	30	\$17/hr	20%	\$714	\$17/hr	12.5%	\$446
TOTAL				\$2,737			\$1,525

* USSI may offer a camp to 3-5 year olds only as an extension and in the same weeks of their 5-14 year old all-day camps (see below).

- 2) **AGES 5-14:** USSI would be responsible for conducting camps and classes for Recreation's Multi-Sports Programs for this age group. Our penetration into this age group with FirstPlay's summer camps has been very underdeveloped with only 10 registrants last summer. USSI has a track record in neighboring towns for servicing this age group, and their pricing to consumer reflects their competitive advantage. We believe that USSI's experience and aggressive pricing may help us develop this potential market segment.

MULTI-SPORTS PROGRAMS	2010 Enrollment	FIRSTPLAY, LLC			U.S. SPORTS INSTITUTE		
		Price to Consumer	Payment to Boro	Boro Revenue	Price to Consumer	Payment to Boro	Boro Revenue
<u>AGES 5-14 CAMPS/CLASSES</u>							
Summer Camps: 15hrs/wk	10	\$17/hr	20%	\$510	\$9.50/hr	12.5%	\$178
Afterschool Classes: 7hrs/session	N/A**	\$17/hr	20%		\$16.10/hr	12.5%	
TOTAL				\$510			\$178

** Afterschool multi-sports classes for this age group were not offered by Recreation in 2010.

NOTE: Borough Attorney Carl Woodward confirms that the "RFP at Section 6b allows selection of only portions of a particular proposal, unless the responder has specifically bundled the parts of the proposal." Both responders (FirstPlay and USSI) have not "bundled" their proposals.

Upon Council approval, we would commence the contract and its terms on June 1, 2011.

Please let me know if you need more information.

Many thanks in advance for your consideration.