



CC Regular Meeting

AGENDA ITEM REPORT

Meeting:	April 1, 2025
Title:	Professional Services Agreement with Premier Aquatics Services LLC to Provide Aquatics Programs and Services
Presented by:	Lisa Evans, Director of Parks & Recreation and Library Services Krystal Smith, Recreation and Library Services Manager
Recommendation:	Authorize City Manager to Execute Agreement with Premier Aquatics Services LLC to Provide Aquatics Programs and Services.

BACKGROUND:

Beginning in 2016, the City has offered Aquatics programs through a contracted service provider. This type of contracted arrangement has proven to be cost effective and more manageable than the program that was previously coordinated and staffed by City personnel.

DISCUSSION:

When the City first contracted its Aquatics programming in 2016, only two organizations provided this type of service in our area, USA Swimming and Blueray Management. Based on cost, expertise in the field, and other factors, the City opted to contract with Blueray Management, now Blueray Aquatics. Blueray Aquatics provided swim lessons, swim team programming, lifeguard training, and lifeguard services for lap swimming, recreational swimming, and pool rentals.

Over the past eight years, Blueray Aquatics' performance has fluctuated. Some seasons went very well, with adequate staffing, proper supervision, and high-quality programs. During the past two seasons, Blueray's performance under the Agreement has significantly declined. Program participation had to be limited due to low staffing levels, and the overall supervision of the program has not met the City's expectations. For this reason, other options were researched.

The options for contracting aquatics programming are still very limited. After reviewing other available service providers, it was determined that Premier Aquatics Services LLC is the only other contractor with the capacity to maintain the City's current level of aquatics programs and services. Premier Aquatics is based in southern Orange County, but also operates programs in the cities of Paramount, Diamond Bar and Rancho Cucamonga.

The City of Paramount's program is most similar to Covina's, so staff contacted the Director and Supervisor in Paramount for references. Paramount has been very pleased with Premier's performance under their Agreement. They noted professionalism, safety, responsiveness, and high-quality staff. The Director stated that, "they have been nothing short of amazing for us." They have had no issues or concerns since contracting with Premier Aquatics, and highly recommended them.

When staff reached out to Premier, they were very interested in the possibility of running Covina's program. The Owner, Dan Berzansky and Chief Operating Officer, Ryan Larson, toured our facility and were excited about moving forward with a potential contract. The structure of the Agreement with Premier will differ from the Agreement with Blueray, in that the City will pay Premier a flat fee of \$50,000 to manage the entire program. Premier will be responsible for fully staffing the facility, as well as handling all registration for swim lessons, swim team, etc. Premier would also retain the revenue generated from the registration fees.

With Premier Aquatics Services' experience and expertise, outstanding references, and responsiveness to questions and requests, staff's recommendation is to approve and authorize the City Manager to execute the Agreement.

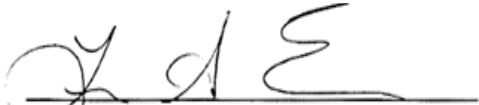
FISCAL IMPACT:

The management fee of \$50,000 is available in account 1010 3700 51600.

CEQA (CALIFORNIA ENVIRONMENTAL QUALITY ACT):

Not applicable.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'L. Evans', written over a horizontal line.

Lisa Evans

Parks and Recreation/Library Services Director