



City of Marysville

526 C Street
Marysville, CA 95901
(530) 749-3901

**City of Marysville Request for
Proposals**

**SOFTBALL FACILITY MASTER LICENSE AGREEMENT
BECKWORTH RIVERFRONT PARK SOFTBALL FIELDS**

Release Date: March 10, 2026

**Submittal Date: April 3, 2026
Not later than 3:00 p.m.**

City of Marysville
RFP for
Softball Facility Master
License Agreement

1. INTRODUCTION

The City of Marysville is seeking a partner that can provide high-quality softball and baseball programming while maintaining the facility as a safe, vibrant recreational destination for the community.

The City of Marysville (“City”) is soliciting proposals from qualified organizations interested in obtaining a Facility Master License Agreement to operate and manage the softball fields located within Beckworth Riverfront Park in Marysville, California.

The selected operator will receive priority scheduling rights for softball and baseball programming and events while assuming operational responsibility for the facility including maintenance, scheduling, utilities, and operational oversight.

The city seeks a qualified organization capable of managing the fields in a professional manner while supporting recreational opportunities for the Marysville community.

The city welcomes proposals from experienced sports facility operators and tournament organizers interested in expanding regional and travel tournament opportunities at the facility.

Priority consideration may be given to proposals that demonstrate strong operational experience, community programming, financial sustainability, and potential facility improvements that enhance tournament capacity or spectator amenities.

2. FACILITY DESCRIPTION

The facility consists of two softball fields located within Beckworth Riverfront Park, including spectator areas, restrooms, concession facilities, and related infrastructure (collectively referred to as the “License Area”).

The facility is owned by the City of Marysville and serves as a public recreational asset intended to support youth athletics, community recreation, and regional sporting events.

3. TERM OF LICENSE

The City anticipates awarding a Master Facility License Agreement with an initial term of three (3) to five (5) years, subject to approval by the Marysville City Council.

The City reserves the right to negotiate final terms and conditions with the selected proposer prior to execution of the agreement.

4. OPERATOR RESPONSIBILITIES

The selected operator will be responsible for the operation, management, and maintenance of the softball facilities.

Responsibilities include, but are not limited to, the following:

Facility Operations

The operator shall:

- Organize and operate softball and baseball leagues, tournaments, and programming
- Manage scheduling and coordination of field usage
- Provide supervision for organized activities and events
- Maintain a publicly accessible schedule of field use

Equipment

The selected operator shall provide all equipment necessary for operation and maintenance of the facility, including but not limited to:

- Field grooming equipment
- Bases and field equipment
- Maintenance tools and supplies
- Sports equipment used in league or tournament play
- Equipment necessary for concession operations

The City will not be responsible for providing operational or maintenance equipment.

Maintenance Responsibilities

The operator shall be responsible for maintaining the facility in safe and playable condition, including:

- Field mowing and turf maintenance
- Irrigation management
- Infield grooming and preparation
- Trash removal and site cleanliness
- Maintenance of spectator areas
- Cleaning and maintenance of restrooms
- Maintenance of concession facilities
- Repair and upkeep of field equipment and infrastructure

5. UTILITIES

The operator shall be responsible for all utilities associated with the facility, including:

- Electricity
- Water
- Sewer
- Trash and recycling service

The City may invoice the operator for utility costs incurred and the operator shall reimburse the City within thirty (30) days.

6. CAPITAL IMPROVEMENTS

The operator may propose improvements to the facility, including but not limited to:

- Lighting upgrades

- Field surface improvements
- Spectator seating or shade structures
- Scoreboards or other amenities

All improvements must receive prior written approval from the City and will become the property of the City of Marysville upon installation.

Facility Improvement Credits

Proposers may include capital improvement proposals as part of their submission. The city may consider allowing approved improvements to be credited against a portion of the annual license fee over a negotiated period of time.

Priority consideration may be given to proposals that include improvements that enhance tournament capability or spectator experience.

7. SCHEDULING REQUIREMENTS

The selected operator will receive priority scheduling rights for softball and baseball programming.

However:

The operator must submit an annual schedule of field use to the City.

The City of Marysville Parks and Recreation Department may schedule the facility during available time periods not reserved by the operator.

The operator shall coordinate scheduling with the City to accommodate community programming when possible.

8. CONCESSION OPERATIONS

The operator may operate the concession stand(s) at the facility and retain associated revenues, subject to all required permits and compliance with health regulations.

9. LICENSE FEE

The selected operator shall pay an annual facility license fee to the City of Marysville.

The City anticipates a minimum annual license fee in the range of \$24,000 per year, however proposers are encouraged to submit their proposed annual license fee as part of their proposal.

The City may also consider other financial contributions, capital improvements, or facility investments when evaluating proposals.

10. REVENUE SHARING FOR TOURNAMENTS

The city may consider proposals that include revenue sharing for tournaments or large special events held at the facility.

Proposers may describe any proposed revenue-sharing structure as part of their submission.

11. TOURNAMENT FACILITY FEES

The city may require the operator to collect a facility fee for tournaments or special events held at the complex.

Details of such fees may be negotiated as part of the final license agreement.

12. COMMUNITY ACCESS REQUIREMENTS

The softball facility is a public recreational asset.

The operator must:

- Allow scheduling by the City of Marysville Parks and Recreation Department during available time periods
- Support reasonable opportunities for youth recreation and community programming
- Coordinate with the City to maintain reasonable public access

The City reserves the right to ensure that a reasonable portion of available field time remains accessible for community and youth recreational use.

13. TOURNAMENT PRIORITY WINDOW

The City reserves the right to designate a limited number of weekends each year for City-sponsored events, tournaments, or community programming.

The operator shall coordinate with the City to accommodate such events.

14. FAIR USE AND PROGRAMMING FEES

Because the facility is located on public property, the City reserves the right to review and approve the general structure of league fees, tournament entry fees, and other user charges associated with the facility to ensure they remain reasonable and accessible to the community.

15. INSURANCE REQUIREMENTS

The selected operator must maintain insurance coverage including:

- Commercial General Liability Insurance – minimum \$2,000,000 per occurrence and \$5,000,000 aggregate
- Automobile Liability Insurance (if applicable)
- Workers' Compensation Insurance as required by California law

The City of Marysville shall be named as additional insured.

16. INDEMNIFICATION

The operator shall indemnify and hold harmless the City of Marysville, its officers, employees, and agents from any claims or liabilities arising from operation of the facility.

17. COMPLIANCE WITH LAWS

The operator shall comply with all applicable federal, state, and local laws, regulations, and permitting requirements related to operation of the facility.

18. PROPOSAL CONTENT

Proposals should include:

- Organizational Information
- Name of organization
- Contact information

- Organizational structure
- Experience
- Experience operating softball or baseball facilities
- Experience organizing tournaments or leagues
- References from similar operations
- Operational Plan
- Proposed softball and baseball programming
- League and tournament structure
- Scheduling approach
- Maintenance Plan
- Field maintenance schedule
- Staffing plan
- Financial Plan
- Proposed annual license fee
- Revenue sources
- Proposed facility investments
- Community Benefits
- Youth programming
- Community partnerships
- Public access

19. PROPOSAL FORMAT

Proposals should:

Not exceed ten (20) pages, excluding attachments

Follow the sections outlined in this RFP

Include supporting materials as attachments if necessary

20. SELECTION CRITERIA

Proposals will be evaluated based on:

- Relevant experience
- Quality of programming
- Maintenance and operational plan
- Financial proposal
- Community benefits
- Ability to maintain and improve the facility

21. RESERVATION OF RIGHTS

The City of Marysville reserves the right to:

- Reject any or all proposals
- Waive minor irregularities
- Request additional information
- Negotiate final terms with the selected proposer

- Cancel or modify this RFP at any time

This Request for Proposals does not constitute a contract or commitment of any kind.

22. CITY COUNCIL APPROVAL

Any agreement resulting from this RFP will require approval by Marysville City Council.

23. SUBMISSION INSTRUCTIONS

Proposals must be submitted in person to:

April 3, 2026

City of Marysville

Attn: Dan Flores

Assistant City Manager – Community & Economic Development

526 C Street

Marysville, CA 95901

24. QUESTIONS

Dan Flores

Assistant City Manager

Community & Economic Development

City of Marysville

Phone: (530) 749-3900

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