



CITY OF SANTA BARBARA
PARK & RECREATION COMMISSION REPORT

AGENDA DATE: March 25, 2009
TO: Park and Recreation Commission
FROM: Recreation Division, Parks and Recreation Department
SUBJECT: Parks and Recreation Department Co-Sponsorships

RECOMMENDATION: That the Commission hear a report regarding the Department's efforts to develop co-sponsorship agreements with organizations in the community.

DISCUSSION:

The purpose of this staff report is to provide the Commission with a brief report on the efforts of Department staff to develop and enhance community programs by collaborating with local organizations in our community.

Background

It is the policy of the City of Santa Barbara to encourage and assist various civic, charitable, service, and special interest organizations in the development of recreation programs that contribute to the quality of leisure time activities in the community. Cooperation and collaboration between the City Parks and Recreation Department and the aforementioned types of organizations to produce recreational activities for the community helps achieve greater enhancement and availability of recreation opportunities at a reduced cost to taxpayers. As a result of this policy of cooperation and collaboration, the City Council has authorized the execution of co-sponsorship agreements on behalf of the City of Santa Barbara with organizations that are interested in working together with the City in providing certain types of recreational activities.

The Parks and Recreation Department currently has 17 co-sponsorship agreements with local non-profit organizations ranging from AARP to the Santa Barbara Firefighters Association, to the Santa Barbara Rose Society and the Tennis Patrons. These written agreements assist the Department in extending its limited resources to better meet the needs of the community.

Examples of Current Co-Sponsorships

The following are four examples of current co-sponsorship agreements that the City Parks and Recreation Department has with like-minded organizations in the community.

Police Activities League

The Police Activities League or "PAL" is one of the Department's long-standing co-sponsorships. The City provides scholarships for summer programs to PAL's Campership Alliance and handles all the registration for the scholarship recipients in our programs. The City provides facility space for the organization's family holiday party event at the Cabrillo Pavilion Arts Center, Carrillo Recreation Center's Gym for their youth basketball league games, and Department vans for the transportation of PAL program participants.

PAL administers the "Campership Alliance" program, a clearing house of scholarships provided by local agencies for unprivileged youth in the community. The organization also has provided funding for the Junior High Afterschool program. In Fiscal Year 2009, PAL received Community Development Block Grant funding from the City of Goleta (\$7,000) and the City of Santa Barbara (\$13,000), which they put into the junior high program. PAL also provided staff for the program and funded uniforms for the sports program participants. Lastly, PAL supports the After School Opportunities for Kids (A-OK!) program by providing a computer lab for program participants and homework help.

MacKenzie Park Lawn Bowl Club and Santa Barbara Lawn Bowls Club

The Department maintains two co-sponsorship agreements with local lawn bowl groups- MacKenzie Park Lawn Bowl Club and the Santa Barbara Lawn Bowls Club located at Spencer Adams Lawn Bowls facility. The City provides the lawn bowl facilities, utilities, and maintains the exterior grounds and interior of the club houses. The clubs pay all the operating expenses of the club including maintenance of greens, marketing of programs, club insurance, and funds needed for on-going programs and special events. They provide programming 4-7 days a week, and memberships at the clubs vary during the year between 125-225 members per club. In past years, the Department and the lawn bowls clubs have partnered to provide funds for capital improvements (i.e. club house renovation, installation of artificial greens).

Pony Baseball

Pony Baseball is also a long-standing co-sponsor with the Department. The City provides Pony Baseball with the use of the MacKenzie and Ortega Park ball fields and limited use of the MacKenzie Adult Building for program registration and parent meetings. Pony Baseball took over the organizing of the Coach-Pitch program from the Department in 2006 and provides scholarships for underprivileged youth in the community. In addition, they are responsible for completing approved capital projects for the Department equal to ½ of the value of their annual facility use.

Summary

The four co-sponsorships described in detail above are just a few of the Department co-sponsors. As the Commission can see, the Department has some very valuable collaborations with organizations that are providing quality programs to our community and necessary staff support and funding to our programs and facilities. Given the difficult economic times that we are experiencing now and will experience in future years, it will be very important for Department staff to continue to build on these partnerships in the community in order to further expand our resources and further increase the Department's impact in the Santa Barbara community.

ATTACHMENT: List of Parks and Recreation Department's Co-Sponsors

SUBMITTED BY: Judith Cook McCaffrey, Recreation Manager

APPROVED BY: Nancy L. Rapp, Parks & Recreation Director