



CITY OF SANTA BARBARA

PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: April 23, 2014

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Recognition of Presidio Sports

RECOMMENDATION: That the Commission recognize Presidio Sports for their financial support of the Santa Barbara Junior Lifeguard program.

DISCUSSION: The Santa Barbara Junior Lifeguard program, offered every summer at East Beach, is a true indicator that school is out and summer is here. This program has gained local and regional recognition as a premier Junior Lifeguard program in California and serves as a highlight of the many aquatic programs offered to the community by the Parks and Recreation Department. The Santa Barbara Junior Lifeguard program currently serves over 335 youth between the ages of 9-17 years for a 7 week program. The program has increased by 85 participants or 34% over the past five years.

The combination of increased program growth and a recent economic downturn has resulted in a higher demand for junior lifeguard scholarships. For a program this size, a total of fifteen scholarships are awarded per year. Many of our summer camp scholarships are fundraised through PARC Foundation events, but these scholarships are limited to week long programs only. Given the size of the Junior Lifeguard program, staff is able to accommodate these scholarship spaces without incurring additional staffing or program expenses.

Presidio Sports is a community sports news and information provider for the Santa Barbara area. Their mission is to improve the exchange of important information for anyone interested in Santa Barbara sports while making an extra effort to recognize those who are making positive contributions in the community through athletics. Presidio Sports is not just a website; it is a local Santa Barbara resource that directly benefits the community and the sports organizations it supports. They help publicize important news in the community while simultaneously giving individuals a platform to socialize and network with other like-minded local athletes or sports fans.

Each year during the National Football League (NFL), Presidio Sports partners with Santa Barbara Brewing Company who sponsors a weekly local celebrity "pick-em bracket". Consistent with their philosophy of supporting community sports, there is nothing on the line but local bragging rights. This year celebrities, among others, included Olympic Gold Medalist, Todd Rogers, Channel 3 News Sports Anchor, Mike

Klan, former Santa Barbara Junior Lifeguard and current U.S. Women's Professional Surfer, Lakey Peterson.

This year Presidio Sports selected the Santa Barbara Junior Lifeguard program as the beneficiary. The outcome through their collaboration with Santa Barbara Brewing Company has resulted in two fully funded scholarships for the 2014 Junior Lifeguard Program.

It is with great gratitude that the Parks and Recreation Department recognizes Presidio Sports for their incredible support of important youth aquatic programming in the community.

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