

CITY OF SANTA BARBARA

PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: March 24, 2010

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Status on Fund Development Efforts and Sponsorship Program

RECOMMENDATION: That the Commission receives a status report on fund development efforts made on behalf of the Department and receive information on the Department's proposed Sponsorship Program and Policy.

DISCUSSION:

Background

A number of years ago, Parks and Recreation Department management identified an important need for the Department, the need for a staff member who focused his/her time on raising funds for the Department through grant writing, corporate sponsorship, and fundraising events and programs. Numerous Parks and Recreation Departments across the country have been very successful with this model, but given the economic climate of the last few years, it was not possible to fund a new position.

With the FY 10 budget, the Recreation Division underwent a restructuring in an attempt to address this critical need in the Department. A Recreation Manager's position was restructured to allow for 50% of her time to be directed toward fund development with the charge of creating a corporate sponsorship program and policy, researching and identifying grant opportunities in the community and nationally, and increasing financial resources to the Department to support programs and services.

Department staff would like to update you on the results of our efforts thus far.

Status of Fundraising Efforts

Raising funds in the community, in this economy, is challenging. Many local non-profits are struggling to fund their programs and services, so competition for grants and sponsorships is extremely competitive. Although the Fund Development Manager has identified 15 potential grants for the Recreation Division this fiscal year, a number of local foundations have suspended their grant making programs until the economy approves. Others have restricted their grantmaking to organizations that have received their support in the past. Many local businesses who are typically corporate sponsors of a number of local programs and services have greatly scaled back their sponsorships due to the economy and in a number of cases,

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having to reduce their workforce. Despite the economy, to date we have brought in a total of \$73,131 with this new program with grants, sponsorships, and donations. We did set a goal for \$75,000 in corporate sponsorship for FY10, and we may not meet that goal this year. However, by the end of the fiscal year, we will be actively out in the community with a program in place. Here is a breakdown of the monies received to date.

CATEGORY	GOAL	STATUS 3/16/10	% OF GOAL
Grants	\$75,000	\$50,583	67%
Sponsorships	\$75,000	\$15,000	20%
Donations	\$10,000	\$7,548	75%
	\$160,000	\$73,131	46%

A Fund Development Plan and goals have already been drafted for FY11 with the fundraising goal increasing by 56% over FY10.

CATEGORY	GOAL
Grants	\$100,000
Sponsorships	\$100,000
Donations	\$35,000
Fund Raising Events	\$15,000
	\$250,000

Sponsorship Program and Policy

As the Parks and Recreation Department's services are primarily funded from the City's General Fund, and the General Fund is currently on a decline, the Department has actively begun to seek to establish alternative revenue streams which include corporate sponsorship. Like many Parks and Recreation Departments across the nation, the City of Santa Barbara Parks and Recreation Department is pursuing these sophisticated business partnerships with the for-profit sector, in the form of event, program, project, site and vehicle sponsors. The additional financial resources from corporate sponsorship can increase the Department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded by the City's General Fund.

A draft Sponsorship Program and Policy has been developed. We are sharing this draft policy with the Commission for Commission members' information and comments before it is presented to the City Council.

ATTACHMENTS: 1. Sponsorship Program and Policy- Draft

2. Fund Development Plan FY10 and FY11

SUBMITTED BY: Judith Cook McCaffrey, Recreation Manager

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