



CITY OF SANTA BARBARA

PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: December 18, 2013

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Review of the 90 Plus Birthday Party and the Recognition of Event Sponsors

RECOMMENDATION: That the Commission receive a presentation on the 90 Plus Party held on December 5, 2013.

DISCUSSION:

Thanks to the work of the Parks and Recreation Community (PARC) Foundation Board of Directors and City staff, the Parks and Recreation Department was able to bring back a long-time event on Thursday, December 5th - the 90 Plus Birthday Party. The 90 Plus Birthday Party has had a rich history in the community with the Department hosting 24 "90 Plus" parties for Santa Barbara residents aged 90 and over since 1985. The very first luncheon took place in the meeting room of the Carrillo Recreation Center with 25 guests over 90 years of age. Luncheons were held annually until the event outgrew the Department's facilities. As the event grew in size, Valle Verde retirement community and the DoubleTree were two of the event venues utilized over the years.

By 2001, the costs for the 90 Plus luncheons were exceeding \$10,000, so then Parks and Recreation Department Director Richard C. Johns asked well-known community member and PARC Board Member Larry Crandell if he would help raise funds to underwrite the event. Mr. Crandell accepted the fundraising task and also served as emcee for the well-attended luncheon. With continued fundraising and emcee support from Larry Crandell, the event continued at the DoubleTree in 2003, 2006, 2007, and 2008 with more than 350 guests and many others on a waiting list. Unfortunately, due to budget cuts and staff reductions in 2008, the 90 Plus Party was discontinued.

Over the years, Larry Crandell often shared that the 90 Plus luncheons were among his favorite events to attend and that he looked forward to the day when could officially join the "90 Plus Club". When Mr. Crandell celebrated his 90th birthday in May of this year, the Parks and Recreation Department staff thought it was the perfect opportunity to both recognize Larry for his service to the Department and bring back the 90 Plus Birthday.

Department staff worked with the Board of Directors of its non-profit foundation, the PARC Foundation, to plan the event. PARC Board members worked to solicit local businesses

and foundations to provide sponsorship to underwrite the event and volunteered as servers on event day. More than \$17,500 in sponsorships were raised, and more than 13 sponsors stepped forward. All were excited to be a part of the tradition of honoring Santa Barbara residents aged 90 and better.

On December 5th, the 90 Plus Birthday Party was held in the Carrillo Recreation Center's ballroom with 200 guests in attendance including honorees, caregivers, volunteers, dignitaries, and sponsors. More than 20 community volunteers and PARC Board Members served the delicious lasagna lunch and birthday cake to the appreciative attendees. Live music was provided by Jazz Plus, and the event concluded with a sing along led by Larry Crandell and his son Steven. During the event, Larry moved through the large crowd asking guests about their secret to longevity resulting in answers ranging from "leading a simple life" to "scotch and water at 4 o'clock." It was a memorable and fun day for all who participated.

The Parks and Recreation Department would like to recognize the following businesses and organizations whose generous sponsorship insured that the 90 Plus Birthday Party was resurrected in 2013. The Department would also like to thank the PARC Foundation Board for all of their support and hard work putting on the event. With the continued support of the the PARC Foundation and the event sponsors, we hope to continue the tradition again in 2014.

The 2013 90 Plus Birthday Party Sponsors include:

- Presenting Sponsor: HUB International
- Platinum Sponsor: Hutton Parker Foundation
- Gold Sponsor: Santa Barbara Foundation
- Silver Sponsor: Garden Court
- Table Sponsors:
 - CASA Magazine
 - Easy Lift
 - Howard Hudson CPA and Company
 - Montecito Bank & Trust
 - Omega Financial Group
 - PARC Foundation Board
 - Sharon Kennedy Estate Management
 - Union Bank- Our Gang Travel Program
 - Village Properties
- In Kind Support: Bragg Health Institute

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