



CITY OF SANTA BARBARA

PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: November 19, 2014

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Review of the 25th Annual 90 Plus Birthday Party and Recognition of Event Sponsors

RECOMMENDATION: That the Commission receive a presentation on the 25th Annual 90 Plus Party held on October 23, 2014.

DISCUSSION:

Thanks to the continued work of the Parks and Recreation Community (PARC) Foundation Board of Directors and City staff, the Parks and Recreation Department was able to present the 25th Annual 90 Plus Birthday Party on Thursday, October 23rd.

The 90 Plus Birthday Party has had a rich history in the community with the Department hosting 25 "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, so did the monies needed to hold the luncheon.

For many years, well-known community member and PARC Board member Larry Crandell came forward to fundraise to insure that the event continued. Mr. Crandell also served as the emcee for this very popular event for many years. The event was discontinued for a few years due to budget cuts and staff reductions in 2008, but it returned in 2013 with the support of the PARC Foundation and the continued participation of the Crandell family.

Department staff worked with the Board of Directors of its non-profit foundation, the PARC Foundation, to plan this year's 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. A total of \$8,700 in sponsorships was raised to cover the costs of the event with nine sponsors and donors stepping forward. All were excited to be a part of the tradition of honoring Santa Barbara residents aged 90 and better. Long-time supporter Larry Crandell also returned to emcee with the addition of his son, Steven Crandell.

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On October 23rd, the 90 Plus Birthday Party was held in the Carrillo Recreation Center's ballroom with 260 attendees 90 years and older and their caregivers, an increase of 60 people over 2013. 90 Plus attendees either came as individuals or were transported to the event by one of twelve retirement communities that participated. In addition, more than 45 community volunteers, City staff and PARC Board Members served the delicious pasta 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 and Steven Crandell. During the event, Larry and Steven moved through the large crowd asking guests about their secret to longevity resulting in answers ranging from "getting up in the morning" to "look for something good in every day" to "I've been blessed by the pope, and I've kissed the Blarney stone!" It was a memorable and fun day for all who participated.

The Parks and Recreation Department would like to recognize the following businesses whose generous sponsorship insured that the 25th 90 Plus Birthday Party was held again this year. The Department would also like to thank the PARC Foundation Board for all of their support and give a special thank you to the Crandell family. With the continued support of the PARC Foundation and event sponsors, we hope to continue the tradition again next year.

The 2014 90 Plus Birthday Party Sponsors include:

- Presenting Sponsor: HUB International
- Table Sponsors:
 - CASA Magazine
 - Easy Lift
 - Garden Court
 - Montecito Bank & Trust
 - Omega Financial Group
 - PARC Foundation Board
 - Sharon Kennedy Estate Management
- Donors:
 - Laguna Cottages for Seniors Board of Directors

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