



CITY OF SANTA BARBARA

PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: November 18, 2015

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Review of the 26th Annual 90-Plus Birthday Party and Recognition of Event Sponsors

RECOMMENDATION: That the Commission receive a presentation on the 26th Annual 90-Plus Party and recognize the nine event sponsors.

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 (Department) hosted the 26th Annual 90-Plus Birthday Party on Thursday, October 22nd.

The 90-Plus Birthday Party has a rich history in the community with the Department hosting 25 "90-Plus" parties for Santa Barbara residents since 1985. The first luncheon took place in the meeting room of the Carrillo Recreation Center with 25 guests. Luncheons were held annually until the event outgrew the Department's facilities. As the event grew in size, so did the funds needed to hold the luncheon.

For many years, well-known community member and PARC Board member Larry Crandell fundraised to ensure that the event continued. Mr. Crandell also served as the emcee for many years. The event was discontinued in 2008 due to budget and staff reductions but returned in 2013 with the support of the PARC Foundation and the participation of the Crandell family.

Department staff worked with the PARC Board of Directors to host this year's event. Long-time supporter Larry Crandell also returned as a guest emcee and third-year member of the 90-Plus Club. PARC board members secured \$7,150 from local businesses and foundations to sponsor the luncheon.

This year's 90-Plus Birthday Party, held in the Carrillo Recreation Center ballroom, included 240 attendees 90 years and older and their caregivers. The attendees either came as individuals or were transported to the event by participating local retirement

communities. More than 40 community volunteers, City staff and PARC Board Members served a delicious pasta lunch and birthday cake. Jazz Plus provided live music and the event concluded with a sing along. Larry Crandell gave a moving speech while staff took over the task of moving through the large crowd asking guests about their secret to longevity. There were ten guests over the age of 100, an increase from four centenarians last year.

The Parks and Recreation Department would like to recognize the following businesses whose generous sponsorship ensured that the 25th 90-Plus Birthday Party was held this year. The Department would also like to thank the PARC Foundation Board for all its support and give a special thank you to Larry Crandell.

The 2015 90-Plus Birthday Party Sponsors include:

- Gold Sponsor: HUB International
- Silver Sponsor: Union Bank
- Table Sponsors:
 - CASA Magazine
 - Easy Lift Transportation
 - Howard Hudson, CPA
 - Montecito Bank & Trust
 - PARC Foundation Board
 - Santa Barbara City Firefighters Association
 - Sharon Kennedy Estate Management

PREPARED BY: Judith McCaffrey, Recreation Manager

APPROVED BY: Jill E. Zachary, Acting Parks and Recreation Director