



CITY OF SANTA BARBARA

PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: May 24, 2017

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Review of the 27th Annual 90-Plus Birthday Party and Recognition of Event Sponsors

RECOMMENDATION: That the Commission receive a presentation on the 27th Annual 90-Plus Party and recognize the ten event sponsors.

DISCUSSION:

Thanks to the support of community partners and City staff, the Parks and Recreation Department (Department) hosted the 27th Annual 90-Plus Birthday Party on Thursday, April 20th.

The 90-Plus Birthday Party has a rich history in the community with the Department hosting 27 "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 former PARC Board member Larry Crandell fundraised to ensure that the event continued. Mr. Crandell also served as the emcee and referred to the 90+ parties as one of his favorite events to support. After Mr. Crandell's passing in 2016 at the age of 93, staff recruited John Palminteri to emcee the luncheon and continue the tradition. The event was postponed to April 2017 due to Mr. Palminteri's busy schedule with radio and television commitments. Staff learned that Mr. Palminteri was ill the day before the event, but John's close friend and UCSB Sports announcer Drew Wakefield graciously agreed to serve as emcee on short notice.

This year's 90-Plus Birthday Party, held in the Carrillo Recreation Center Ballroom, included over 200 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 30 community volunteers and City staff served a delicious pasta lunch and birthday cake. Mr. Wakefield interviewed guests asking their secret to longevity, receiving responses ranging from "keeping active and engaged in the community" to "men"

from one of the two 103 year old guests. Jazz Plus provided live music and the event concluded with a sing along. There were five guests over the age of 100, a decrease from the ten centenarians at the 2015 event.

The Parks and Recreation Department would like to recognize the following businesses and individual whose generous sponsorship ensured that the 27th 90-Plus Birthday Party was held this year. The Department would also like to extend a special thank you to Drew Wakefield for agreeing to emcee on very short notice.

The 2017 90-Plus Birthday Party Sponsors include:

- Presenting Sponsor: HUB International
- Silver Sponsors:
 - Easy Lift Transportation
 - Nancy Rapp
 - Santa Barbara Foundation
 - Sharon Kennedy Estate Management
 - Union Bank
- Table Sponsors:
 - Bryant & Sons, Ltd.
 - Montecito Bank & Trust
 - Santa Barbara City Firefighters Association
 - Voice Magazine

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