



CITY OF SANTA BARBARA

PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: June 28, 2017

TO: Parks and Recreation Commission

FROM: Administration Division, Parks and Recreation Department

SUBJECT: Director's Report

RECOMMENDATION: That the Commission receive a presentation on the status of the various Parks and Recreation Department initiatives and activities.

DISCUSSION:

Mission Historical Park Volunteer Work Day

On June 3, 2017, 20 park volunteers assisted the Parks and Recreation Department (Department) by performing several park clean-up tasks. These included removing ivy off of a sandstone abutment, a stone wall and fence post using utmost care. Removing leaf debris from the aqueduct was also accomplished as well as site weeding and pruning. An archeologist was present to provide direction and guidance during the work day.

Shoreline Park New Playground Project

The new playground at Shoreline Park opened on June 19, 2017. The new playground replaced one installed in 2002, which had considerable wear and corrosion. The new playground includes most of the features and colors in the original playground and a new spinner. The existing wooden swing set and the concrete dolphin and turtle remain. Staff also repaired the wood playground bench and removed a small number of deteriorated fence posts near the entrance to the playground.

Summer Camp Registration Update

Parks and Recreation offers more than 40 interesting, enriching summer camp opportunities to local youth aged 5-18 years old. Registration for summer 2017 camps opened on March 15, with the usual excitement for families registering their children in their favorite camp options. The Department also introduced a new customer friendly

website, www.sbparksandrec.org to help families browse and plan for their summer activities at a time convenient to them.

To date, registration is going well with revenue up 15% over last year. This is partly due to increased sessions in popular camps, and enhanced marketing to encourage booking. Overall, total revenue and registrations for the summer is still unknown as many participants register on the day of the camp or activity, keeping options open, or deciding at the last minute to register. Staff continues to reach out to parents during and immediately following camps to provide every registered participant with an online survey. Spaces are still available in a number of programs and camp activities, and more information can be found online at www.sbparksandrec.org, by visiting one of our office locations, or calling 564-5418.

Cabrillo Pavilion Renovation

With the assistance of Netzel Grigsby Associates, Inc. (Netzel Grigsby), a fundraising, planning and development management consulting firm, the Department recently completed a capital campaign feasibility study for the Cabrillo Pavilion Renovation Project. Study findings indicate that the case to preserve and renovate the Cabrillo Pavilion has strong merit and there is potential support for a campaign goal of \$4 million. To achieve this, a fundraising campaign will need to address some community considerations related to homeless impacts and perception of safety, clearly articulate how the renovation will improve community access to and use of the building, and enhance community leadership in the project. In addition, the City will need to clearly communicate plans for long-term building maintenance, and the importance of a restaurant concession to generate revenue.

With the positive results of the feasibility study, on June 20, 2017, the City Council initiated the capital campaign with the approval of a campaign management contract with Netzel Grigsby. Conducted over an 18-month period, Netzel Grigsby will provide day-to-day campaign management, including planning and leadership development, volunteer recruitment and management, campaign outreach materials and fundraising events. The City staff team will include the Parks and Recreation Director and a part-time administrative specialist. The PARC Foundation Board of Directors will be key volunteers in the campaign. The PARC Foundation will receive and hold donor funds on behalf of the Project. The first six months of the campaign will be critical to its success and confirm the feasibility of a \$4 million campaign goal.

On June 27, 2017, the City Council will consider gift recognition guidelines and provide preliminary direction for internal and external naming opportunities in support of the fundraising campaign. Naming opportunities are important to the level of support for many donor prospects. Some key considerations for naming include the location, value, sample

language, and term. More prominent, visible, and most used spaces will have the greatest worth to donors.

Refugio Oil Spill Settlement Appropriations

The City recently received \$2.5 million in settlement funds from Plains All American for the impacts associated with the 2015 Refugio oil spill. On June 13, 2017, the City Council adopted a resolution allocating the settlement funds to the Cabrillo Pavilion Renovation Project and the Thousand Steps Renovation Project. After payment of \$600,000 in legal fees, allocation for the Cabrillo Pavilion Project will be \$1.15 million and Thousand Steps Project will be \$750,000. The settlement funds for the Cabrillo Pavilion Renovation Project brings the City's total contribution to \$11.7 million of the estimated \$15.7 million total project cost. With existing General funds of \$200,000, the settlement funds for the Thousand Steps Renovation Project brings the total funds available to \$950,000.

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