



## CITY OF SANTA BARBARA

### PARKS AND RECREATION COMMISSION REPORT

**AGENDA DATE:** August 23, 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:**

##### Concerts in the Park

The 18th Annual Concerts in the Park series was held on four Thursday evenings in July at Chase Palm Park. Concerts began at 6:00 pm and concluded at 8:30 pm. The series included the following musical performers: the Petty Breakers (Tom Petty and the Heartbreakers tribute band), the Hollywood Stones (Rolling Stones tribute band), Crooked Eye Tommy (Blues Band) and wrapped up with Captain Cardiac and the Coronaries (50's and 60's Rock and Roll). Attendance was very strong with approximately 3,000-4,000 people each week. In addition to the \$14,000 in sponsorship and grants raised for the 2017 series, \$6,788 was raised from vendors and donations made during the concerts for a total of \$20,788. An additional \$11,800 of in-kind advertising (radio and print) was provided by sponsors. Staff were very pleased with the many positive comments received regarding the musical lineup and organization of this annual event.

##### Free Classes Week

The Parks and Recreation Department will once again be offering a chance to sample a wide range of fun and engaging activities at the Carrillo Recreation Center for free! Free Classes Week will take place between Monday, September 11 and Saturday, September 16th, providing more than 50 sessions for people of all ages and abilities. Programs include children's martial arts, adult ballroom dancing, yoga, jazzercise and of course, our ever popular Zumba sessions.

Department outreach includes email, print and social media advertising, as well as a new website to showcase afterschool and Fall activities for folks interested in trying, and continuing with new recreational activities provided by Parks and Recreation.

A full schedule is available online at [sbparksandrec.org](http://sbparksandrec.org) and will be printed in full in upcoming editions of the Santa Barbara Independent to reach and encourage as many people as possible to participate in one or more of our exciting programs.

### 18<sup>th</sup> Annual Creek Week

Scheduled for September 16 – 24, Creek Week is an annual celebration of our local watersheds, creeks, and beaches, with events and activities for all ages throughout Santa Barbara, Goleta, and Carpinteria. Participants will learn about our local creeks and the ocean through hands-on activities and volunteer events, guided nature walks, project tours, and more. More information can be found at [sb creekweek.com](http://sb creekweek.com) or on Facebook at [facebook.com/sbcreekweek](https://facebook.com/sbcreekweek).

### 26<sup>th</sup> Annual Day of Caring

This year's Annual United Way Day of Caring will be held on Saturday September 16<sup>th</sup>, at 9 am. The Parks and Recreation Department needs volunteers to assist to perform a general clean-up of the Pilgrim Terrace Community Vegetable Garden and Yanonali Community Vegetable Garden. Volunteers will weed and turn over soil in vegetable beds, weed pathways, install weed fabric and mulch. Those wishing to participate should contact the United Way at (805) 965-8591.

**PREPARED BY:** Jill E. Zachary, Parks and Recreation Director