



**CITY OF SANTA BARBARA**  
**PARKS AND RECREATION COMMISSION REPORT**

**AGENDA DATE:** February 26, 2020  
**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 (Department) initiatives and activities.

**DISCUSSION:**

Adapted Programs Valentine's Day Dance

On Friday, February 7, the Adapted Recreation Program hosted their annual Valentine's Dance from 7:00 pm – 9:00 pm at the Carrillo Street Gym. Over 75 participants attended this inclusive event open to individuals of all ages and abilities. The Department has been offering these seasonal dances to members of our community with special needs for over 40 years. Mission City Church, with whom the Department's partnership continues to grow, provided over 25 volunteers who assisted recreation staff with set up, decorating, refreshments, dancing with participants, and clean up. They also made a generous monetary donation to help underwrite the cost of DJ services. Professor Cynthia Toms, Special Populations class instructor at Westmont College, referred 13 student volunteers as well. And local non-profit World Dance, whose goal is to share the joy of music and dance while serving people in need, sent 5 volunteers to provide a special performance and interactive dancing to Motown favorites. These three organizations provided over 100 volunteer hours for this event, making it a fun and memorable evening for all who attended. In addition, Trader Joe's donated a case of pink lemonade and valentine's cookies as refreshments.

The Adapted Recreation Program's next event is the Spring Fling Dinner Dance to be held at the Westside Neighborhood Center on Saturday March 7, 2020 from 5:00 pm – 7:00 pm. The \$10 fee includes: dancing to music provided by DJ of Ability and a delicious dinner sponsored by the Kiwanis Aktion Club and catered by the Youth Culinary Arts Program. All are welcome. Anyone interested in volunteering or making a donation please contact Julie Thomas by email at [jthomas@santabarbaraca.gov](mailto:jthomas@santabarbaraca.gov) or by phone at 805-564-5421.

### Summer Camp Marketing

Summer camp registration starts on March 2 this year, and the Department's outreach has already begun. Facebook and other social media posts and events and email campaigns are alerting our summer camp families and the community at large about registration start day, and a mailer will be sent to 10,000 local residents later in March. Listings in local media summer camp guides will follow, and the analytics developed last year will be incorporated to inform marketing strategies for each camp.

### Cabrillo Pavilion Renovation

After an almost 27 month closure, the Cabrillo Pavilion renovation is nearing completion and the Department is gearing up for the grand public opening in early April. Planning includes a series of community events and open houses as well as a campaign donor evening reception. The beach level of the building will be staffed 7 days a week and a fitness contractor will be on board to provide programs and classes in addition to drop-in use of the gym and shower/locker facilities. Along with the renovated special events room, the upper floor includes an entry lounge and a redesigned enclosed terrace. The beach level also includes a conference room and a training room that will be available by reservation. The restaurant, La Sirena at East Beach, is currently under construction with plans to open in May. In addition to long-time favorite summer camps, such as Junior Guards and beach volleyball, as well as the Reef and Run event series, the Department looks forward to the Cabrillo Pavilion and East Beach providing the most popular community destination for fun, sun, recreation, dining, and celebration.

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