



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: January 15, 2013

TO: Mayor and Councilmembers

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Parks and Recreation Community (PARC) Foundation Contributions

RECOMMENDATION: That Council:

- A. Accept a contribution from the Parks and Recreation Community (PARC) Foundation in the amount of \$48,868 for Parks and Recreation Department programs;
- B. Increase Fiscal Year 2013 General Fund appropriations and estimated revenues for the Parks and Recreation Department in the amount of \$4,368; and
- C. Increase Fiscal Year 2013 Miscellaneous Grants Fund appropriations and estimated revenues for the Parks and Recreation Department in the amount of \$44,500.

DISCUSSION:

The Parks and Recreation Department in collaboration with the PARC Foundation was the recipient of various donations and grants totaling \$48,868, which have been held in designated accounts belonging to the PARC Foundation. These funds support various programs of the City's Parks and Recreation Department. The \$48,868 contribution from the PARC Foundation is being appropriated to the Parks and Recreation Department General Fund and Miscellaneous Grants Fund budgets for Fiscal Year 2013 to covers costs related to the following programs.

Santa Barbara Health Fair and Family Fun Day

Hosted at Bohnett Park on September 22, 2012, this event targeted low-income and underserved Westside neighborhood residents and provided information on health, wellness, and recreation resources for children, women, men, and families. Of the \$17,500 in total donations raised for the event, \$4,368 was spent out of the City's General Fund providing event supplies, lunch for over 50 volunteers, and lunch and raffle prizes to over 700 attending community participants. This appropriation will reimburse the Department's General Fund expense.

The donations were provided by Santa Barbara Bank & Trust, Hutton Parker Foundation, Santa Barbara Foundation, Southern California Gas, PARC Foundation, United Way of Santa Barbara County, Cottage Health System, Santa Barbara Rotary, Westside Thrive, Just Communities, Santa Barbara County Fire, Santa Barbara City Fire, Santa Barbara City Police Department, and Santa Barbara County 1st District Office.

Thrive Women's Outreach Program

This offshoot program of the Westside Thrive Foundation focuses on helping low income women who have difficulty with the English language and often need help in cases of domestic violence or sexual harassment. The program will establish a women's group at the Westside Neighborhood Center to share information and identify resources to help address and resolve these issues. The \$2,500 donation from Thrive will provide a program coordinator to facilitate a weekly meeting and identify resources of assistance to women and their families.

Orfalea Feed Your Family Right Culinary Program

This pilot project will provide culinary classes at the Westside Neighborhood Center kitchen with the goal of teaching families how to cook healthy meals within a limited budget and food resources. Parents and children will attend the program together to learn about fresh, wholesome foods and ways to prepare them. The \$41,000 grant from Orfalea will provide staff salaries, kitchen equipment, and supplies.

VITA/TCE Tax Program

The IRS Volunteer Income Tax Assistance (VITA) and Tax Counseling for the Elderly (TCE) programs offer free tax help to residents who make \$50,000 or less and need assistance preparing their tax returns. Priority is given to residents 60 years or older who have tax questions and issues unique to seniors. The \$1,000 donation from United Way of Santa Barbara County will facilitate these programs being offered at City neighborhood centers and provide program supervision, staffing, and computer cabling for tax preparation purposes.

The Parks and Recreation Department appreciates the grants and donations that support these programs and the PARC Foundation for accepting and distributing funds to City programs.

BUDGET/FINANCIAL INFORMATION:

Contributions from the PARC Foundation in the amount of \$48,868 will provide funds to the Recreation Division in the General and Miscellaneous Grants funds to support event and program expenses.

PREPARED BY: Mark Alvarado, Neighborhood and Outreach Services Senior Supervisor

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office