

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>04/05/11</u>		Item Number: <u>A-1</u>	
PRCS COMMISSION AGENDA ITEM: Report from the Parks, Recreation and Community Services Commission Financial Resources Subcommittee and Recommendation Regarding Sending an Update to the City Council on the “CC Parks Donations” Program, the First Component of the PRCS Department Donation/Sponsorship Program.			
Contact Person/Dept.: Pam Robinson, Acting PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (03/31/11).			
Department Approval: Pam Robinson (03/29/11)		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	
<u>RECOMMENDATION:</u> Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission hear a report from the <i>Financial Resource Development (Financial Resources) Subcommittee</i> and make a recommendation regarding sending an update to the City Council on the “CC Parks Donations” program, the first component of the PRCS Department Donation/Sponsorship Program. <u>BACKGROUND:</u> The PRCS Commission has, over the years, continued to explore ways of securing external resources to support the PRCS Department facilities and programs. In May 2006, the PRCS Commission discussed the possibility of establishing a 501(c)(3) foundation to support park improvement projects and recreational programs. The Commission took action not to establish a foundation but rather a Commission subcommittee (now the <i>Financial Resource Development Subcommittee</i>) to explore funding opportunities. The current members of this Subcommittee are Commissioners Daly Redholtz and Stuart. The goal of the Parks, Recreation and Community Services Commission <i>Financial Resource Development Subcommittee</i> is to: <i>Research new funding strategies and work with staff and non-profit groups to raise funds for PRCS special projects.</i> <u><i>September 9, 2010 Financial Resource Development Subcommittee Meeting</i></u> On September 9, 2010 the Subcommittee met with staff to discuss new funding strategies. At that meeting, the Subcommittee determined that it would be desirable to develop a sponsorship program, specifically a park amenity sponsorship program (as has been established by other cities) as a vehicle to both encourage and accept donations from the public to the Parks Division of the PRCS Department. The			

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consensus at that time was that the sponsorship program would be developed and marketed using a brochure format, often called a "Gift Book" or "Gift Catalog" of sponsorship opportunities.

December 15, 2010 Financial Resource Development Subcommittee Meeting

At the December 15, 2011 Subcommittee meeting, Subcommittee members Daly Redholtz and Stuart and staff reviewed additional information from other cities and a preliminary park amenity price list developed by the Parks Manager. The next steps in the process of developing the sponsorship program were discussed. During this discussion, a list of points to bring before the Commission at the January 4, 2011 meeting was developed. The purpose of the list was to provide a framework for the development of the Sponsorship Program that could be used as both a guideline for the Subcommittee, the Commission and staff and as means of updating the City Council on the status of the development of the Program.

January 4, 2011 PRCS Commission Meeting

At the January 4, 2011 Commission meeting, the Commission took unanimous action to send the following update to the City Council:

The Parks, Recreation and Community Services Commission would like to keep the City Council apprised of the Commission's progress on the topic of a PRCS Department Sponsorship Program. The points in the outline below are not necessarily listed in order of priority:

- 1. An online format is preferred over a brochure format for the presentation of the details of the sponsorship program*
- 2. A tri-fold brochure should be developed as a basic marketing tool to spur interest in the program and direct people to the website*
- 3. The sponsorship program should have its own website and/or web pages*
- 4. The Subcommittee hopes to find a volunteer to design the website/web pages*
- 5. Links to the program site should be included in local online news papers and Neighborhood Association websites*
- 6. Colorful pictures and inviting copy are essential to making the online gift catalog noteworthy and appealing to potential donors*
- 7. The amenity prices listed in the gift catalog should include the maintenance cost*
- 8. Park amenity sponsorship opportunities should be organized and presented by park*
- 9. An "Adopt-A-Park" theme highlighting one park at a time might be a good way to market the sponsorship program to those who live near and/or have a special interest in specific Culver City parks*
- 10. Both amenity replacements and the addition of new amenities should be included in the program*

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11. Staff should prioritize the parks and amenities that are most in need of replacement
12. Staff should identify park locations where amenities could be added
13. Jeff Muir, Chief Financial Officer of the City of Culver City, has recommended the following language to apprise potential donors of the City's tax status:
Tax Status of City: Contributions or donations to the City for a public purpose are tax-deductible under section 170(c)(1) of the Internal Revenue Code. Please check with your tax advisor.
Since donations to the City for a public purpose are tax-deductible, it appears that it may be unnecessary to develop a 501(c)(3) foundation for the specific purpose of accepting park donations.
14. An internal City process must be developed to ensure that the donations are earmarked for the sponsorship program
15. Donations under a predetermined amount will be acknowledged with a certificate; donations at and over that amount will be acknowledged by a plaque on or near the donated amenity
16. Donation plaques should be a standard size and design; once the monetary donation threshold has been met, the donation amount should not be reflected by the plaque itself
17. The PRCS Department Sponsorship Program should be phased in as follows:
 - a) **Park Amenities** – examples: park benches, picnic tables, barbeques, drinking fountains, concrete-cast trash receptacles
 - b) **Park and Recreation Facility Improvements**, including the Senior Center and the Veterans' Memorial Building – examples: tables and chairs, building fixtures, audio-visual equipment, rug and/or floor replacement
 - c) **Services and Programs** – examples: teaching a new or existing class, developing/funding a new program or class; offering additional services to program participants; underwriting a camp or afterschool program
 - d) **Corporate Sponsorship**, including Naming Rights – if approved by the City Council, a Naming Rights Policy will be developed for the PRCS Department
18. The PRCS Commission requests the City Council's support in looking into floating a bond to pay for Park amenities
19. Explore having a check-off box on Business License applications and renewal forms for Park donations

If the members of the City Council have any questions or concerns regarding this progress report, please let the Commissioners know. If the City Council does not have any questions or concerns regarding this update, then staff and the Commission will move forward with the development of the PRCS Department Sponsorship Program based on the four-phases outlined in # 17 above.

The information above was communicated to the City Council via email on January 12, 2011.

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DISCUSSION:

On Wednesday, March 16, 2011 the PRCS Commission *Financial Resources Subcommittee* met with Acting PRCS Director Pam Robinson and PRCS Administrative Division Senior Management Analyst Patricia Mooney. This agenda item has been prepared to give the *Subcommittee* an opportunity to report back to the full Commission on this recent Subcommittee meeting and for the Commission to make a recommendation regarding sending an update to the City Council on the "CC Parks Donations" program, the first component of the PRCS Department Donation/Sponsorship Program.

At the March 16 meeting, Subcommittee members Daly Redholtz and Stuart and staff reviewed a draft brochure for the amenity donation program, now referred to as the "CC Parks Donations" program and a draft webpage for Fox Hills Park that will eventually serve as a template for the development of a single web page for each Culver City Park that provides amenity donation opportunities. Revisions to these documents were then made based on the Subcommittee's recommendations. The revised draft "CC Parks Donations" program brochure is provided as Attachment A and the revised draft Fox Hills Park webpage is provided as Attachment B for the Commission's consideration. Please note that the Subcommittee determined that the photographs used in donation program promotional materials should contain park users enjoying the various amenities whenever possible, so many of the photographs provided in these Attachments will be replaced in the final publications.

FISCAL ANALYSIS:

With the exception of the staff time spent to date on the sponsorship program project, there is no fiscal impact associated with the discussion of this Agenda Item.

ATTACHMENTS:

- A. DRAFT COPY: *CC Parks Donations* Program Brochure
- B. DRAFT COPY: *Fox Hills Park Webpage* – Sample of a Webpage Dedicated to a Single Park

MOTIONS:

That the Parks, Recreation and Community Services Commission:

1. Hear a report from the *Financial Resource Development Subcommittee*; and,
2. Make a recommendation regarding sending an update to the City Council on the "CC Parks Donations" program, the first component of the PRCS Department Donation/Sponsorship Program.