

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

Meeting Date: <u>01/04/11</u>		Item Number: <u>A-2</u>	
PRCS COMMISSION AGENDA ITEM: Report from the Parks, Recreation and Community Services Commission <i>Financial Resource Development Subcommittee</i> and Recommendation Regarding Sending an Update to the City Council on the Status of the Development of the PRCS Department 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 (12/29/10).			
Department Approval: Pam Robinson (12/21/10)		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 status of the development of the PRCS Department Sponsorship Program. <u>BACKGROUND:</u> <u><i>The Financial Resource Development Subcommittee</i></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>			

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PRCS Commission discussions regarding the development of a 501(c)(3) entity (Foundation) as a resource for funding City parks and open space enhancements commenced again during 2009 and continued into 2010. Currently, one of the topics under discussion by the *Financial Resources Subcommittee* is whether or not it is necessary to develop a 501(c)(3) foundation to maximize PRCS Department fundraising opportunities, or if other avenues or a combination of other avenues are more appropriate.

September 9, 2010 Financial Resource Development Subcommittee Meeting

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 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.

DISCUSSION:

On Wednesday, December 15, 2010 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 status of the development of the PRCS Department Sponsorship Program.

At the December 15 Subcommittee meeting, Subcommittee members Daly Redholtz and Stuart reviewed additional information from other cities and a preliminary park amenity price list. They also discussed the next steps in the process of developing the sponsorship program. Staff reported that it appears that many cities have phased out hard-copy brochures in favor of an online format as the primary means of promoting Parks and Recreation sponsorship programs. Two examples of other cities' online formats are provided as Attachment A and Attachment B.

To summarize, some of the topics discussed and conclusions reached regarding the sponsorship program at the Financial Resources Subcommittee meeting are as follows (not necessarily in order of priority):

1. An online format is preferred over a brochure format for the presentation of the details of the sponsorship program

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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
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. Donations to the City for public purposes are tax-deductible as outlined in IRS Publication 526 (2008), which specifically states that money or property given to local governments and public park and recreation facilities is deductible as a charitable contribution (however, it is important to note that when claiming deductions, individuals should always consult a tax advisor as to their particular situation). Therefore, it appears that it may be unnecessary to develop a 501(c)(3) foundation.
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

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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

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. *Kitsap County Online Parks Gift Catalog*
- B. *L.A. Parks Foundation – News and Events Page Layout*

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 on the status of the development of the PRCS Department Sponsorship Program to the City Council.