

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

Meeting Date: <u>07/03/12</u>		Item Number: <u>A-3</u>	
PRCS COMMISSION AGENDA ITEM: Review and Make Recommendations Regarding the Draft "Park Hero" Brochure for the PRCS Department's Donation/Sponsorship Program.			
Contact Person/Dept.: Dan Hernandez, 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 (06/28/12).			
Department Approval: Dan Hernandez (06/27/12)		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	

RECOMMENDATION:

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission review and make recommendations regarding the draft "Park Hero" brochure for the PRCS Department's Donation/Sponsorship program.

BACKGROUND:

The PRCS Commission has, over the years, continued to explore ways of securing external resources to support the PRCS Department facilities and programs. Pursuant to Commission action taken at the January 4, 2011 meeting, following update was communicated to the City Council via email on January 12, 2011:

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 newspapers and Neighborhood Association websites*
- 6. Colorful pictures and inviting copy are essential to making the online gift catalog noteworthy and appealing to potential donors*

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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. 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

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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.

At the April 5, 2011 meeting, the Commission reviewed and agreed upon the concept of a draft brochure for the replacement amenity donation program and a draft webpage that was designed as a template for the development of single park-specific web pages for each Culver City park with unmet needs. Pursuant to Commission action at that meeting, the then members of the Financial Resource Development Subcommittee, Chair Daly Redholtz and Commissioner (now Vice Chair) Stuart addressed the City Council on behalf of the Commission and distributed the sample brochure and webpage to Council members during the "Public Comment – Items Not On the Agenda" portion of the April 11, 2011 City Council meeting.

DISCUSSION:

This Agenda Item has been prepared to give the PRCS Commission the opportunity to review and make recommendations regarding the draft "Park Hero" brochure. Attachment A is a copy of the original draft "Park Hero" brochure, a mock-up that was created by a local artist who donated her time and expertise to the project. In Attachment B, that brochure has been replicated as nearly as possible with a software program that is available to City staff. The transition to City-issued software was necessary in order to be able to incorporate some or all of the language for the brochure which was reviewed by the Commission at the September 6, 2011 meeting, when staff presented a "Culver City Giving" draft brochure (Attachment C) for the Commission's consideration to be used as a promotional item for the PRCS Department's Donation/Sponsorship Program.

FISCAL ANALYSIS:

With the exception of the staff time spent on the project, there is no fiscal impact associated with the discussion of this Agenda Item. Staffing and budgetary restraints prevent PRCS Department staff from allocating significant resources towards this project.

ATTACHMENTS:

- A. DRAFT COPY: "Park Hero" Brochure (original rendering)
- B. DRAFT COPY: "Park Hero" Brochure (staff's rendering)
- C. DRAFT COPY: "Culver City Giving" Brochure (as presented at the September 6, 2011 PRCS Commission meeting)

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MOTION:

That the Parks, Recreation and Community Services Commission:

Review and make recommendations regarding the draft “Park Hero” brochure for the PRCS Department’s Donation/Sponsorship program.