



City of Chula Vista

Staff Report

File#: 15-0173, **Item#:** 5.

RESOLUTION NO. 2015-103 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ACCEPTING DONATIONS AND GRANT FUNDS IN THE AMOUNT OF \$21,223.67 FROM MULTIPLE DONORS AND GRANTORS FOR COSTS ASSOCIATED WITH THE COMMUNITY FUN RUN, CITYWIDE AQUATIC AND RECREATION PROGRAMS AND FACILITIES, AND AMENDING THE FISCAL YEAR 2014/2015 RECREATION BUDGET TO REFLECT THE APPROPRIATION OF THESE DONATED, SPONSORSHIP AND GRANT FUNDS (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

Multiple donors and grantors are donating funds to the Recreation Department for costs associated with the Community Fun Run, citywide aquatic and recreation programs and facilities. Today's action asks the City Council to appropriate these donated funds.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378(b)(4) of the State of California CEQA Guidelines because the activity consists of accepting funds for a recreation activity that will not result in direct or indirect physical changes in the environment. Therefore, pursuant to Section 15060(c)(3) of the State of California CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION RECOMMENDATION

Not Applicable.

DISCUSSION

The 7th annual Community Fun Run ("Fun Run"), a 5K run or walk community event, is being held on May 16, 2015 at the U.S. Olympic Training Center. This event has been presented annually by the City since 2009, organized and managed by the Recreation Department. Sea World LLC dba Aquatica San Diego ("Aquatica"), SeaWorld's waterpark, is the Community Fun Run's Title Sponsor for the third consecutive year and is donating \$5,000 in sponsorship fees to be used by the City to pay for the initial, up-front costs associated with the Community Fun Run, including printing of fliers, production of participant t-shirts, advertising and other miscellaneous costs. A additional sponsor for this year's Fun Run is North Island Credit Union, who is donating \$500. These funds will also be used to pay for the up-front costs associated with the Fun Run. No funds are budgeted in the Recreation Department's budget for this community event.

The Friends of Chula Vista Parks & Recreation is donating \$7,123.67 from proceeds from the 2014 Community Fun Run to the Recreation Department for programming and the purchase of equipment

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and supplies for various aquatic and recreation facilities, sufficient funds for which are not included in the Department's budget.

The USA Swimming Foundation is providing \$5,000 in scholarship grant funds to the Recreation Department's Aquatics Program, which will serve as a "Make a Splash" Grant Local Partner for the provision of a Read to Swim Program. This program is a quality, multi-level, learn-to-swim program offered during the current fiscal year which will expand opportunities for at-risk students to use the lifelong skill of learning how to swim to expand fitness and recreational opportunities. This Read to Swim Program combines literacy and swimming lessons, with an overall goal of providing free swimming lessons to Chula Vista residents who cannot otherwise afford them while encouraging reading at the same time. The grant funds from USA Swimming Foundation will provide 270 children, ages six to sixteen, with ten swim lessons after writing a book report. With this swim program, which will utilize the Department's existing Learn-To-Swim curriculum, children will begin with water acclimation and progress through levels of instruction and skill acquisition to pre-competitive stroke skills, with a student to teacher ratio of no greater than 6:1.

The Funeraria del Angel Humphrey, a Dignity Memorial provider, provides compassionate care and an array of services to families of all faiths in the Chula Vista area, is donating \$500 toward the delivery of the annual Norman Park Senior Center Health Fair. The donation will provide marketing materials, food supplies and handouts for the event.

The Chula Vista Garden Club is a club that meets at Norman Park Senior Center has donated \$50 towards funds for operations at the center.

A local resident, Gerardo Avalos, donated \$250 to the Recreation Department by the Friends of Chula Vista Parks and Recreation for the Holiday Suit Drive which provides free swimsuits to less fortunate children who cannot afford a swim suit and would like to participate in swim lessons. These free swimsuits are used primarily for the Elementary Learn to Swim program so that no child is left behind and would not otherwise be able to participate in the swim lessons because they could not afford a suit. The drive also continues to the community at-large during the months of December-March.

The Friends of the Chula Vista Parks and Recreation received a donation on behalf of Freda Scholl, a donation in the amount of \$300. Freda was a long-time user of the Chula Vista Pools for 30 years. Freda primarily enjoyed the water aerobics program, so her family wanted to provide a donation to the water aerobics program in her honor. Freda was almost 80 years old when she stopped swimming at the pools.

The Recreation Department is receiving a donation in the amount of \$500 from Sharp Healthcare to provide for additional services and programs at the Norman Park Senior Center.

Chula Vista Police Activities League has granted the Recreation Department \$2,000 to provide registration discounts, supplies and equipment for Girl's only basketball camps and leagues at Parkway Community Center for underprivileged youth.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site

specific and consequently, the 500-foot rule found in California Code of Regulations section 18704.2 (a)(1), is not applicable to this decision. Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. Entering into partnerships with outside donors and sponsoring organizations such as these allow the Department to expand special events, programs and services such as the Community Fun Run, Norman Park Senior Center Health Fair and Read to Swim Program, increasing economic vitality and community engagement as well as providing diversified activities for youth through seniors that promote a healthy lifestyle and community.

These partnerships also enhance the Recreation Department's stature and role as the "Heart of the Community" and serve to encourage and develop strong and secure neighborhoods and a connected community by providing diverse recreational opportunities that bring families together and foster civic pride through comprehensive communication strategies and cultural and recreational programming.

CURRENT YEAR FISCAL IMPACT

Approval of this resolution will result in an appropriation of a \$21,223.67 to the Recreation Department's supplies and services budget. Multiple donors and grantors are the source of the funding; therefore there is no net fiscal impact to the General Fund.

ONGOING FISCAL IMPACT

The proceeds from the Community Fun Run will be used to offer non-sustainable programs for the current fiscal year. Since these programs are not funded through the Recreation Department's budget, the continuation of such will be dependent on the availability of funding outside of the budget.

The Read to Swim Program is totally supported by the funds donated by USA Swimming and will continue to be offered in subsequent years entirely dependent upon the availability of additional offsetting funding.

The Norman Park Senior Center Health Fair is an annual budgeted event. Donated funds are used to enhance the scope of the fair and increase programming opportunities for health and wellness. There is no on-going impact to the budget.

The Holiday Suit Drive is dependent on sponsor funds and donations so there is no on-going impact to the budget. If donations are not received, the program will not be sustained.

The Water Aerobics program is a budgeted program in the Recreation Department, and the donated funds will be used for additional supplies for the program.

ATTACHMENTS

Resolution

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