



# City of Chula Vista

## Staff Report

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**File#:** 17-0156, **Item#:** 6.

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RESOLUTION NO. 2017-101 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ACCEPTING MULTIPLE DONATIONS, SPONSORSHIPS AND GRANT FUNDS IN THE AMOUNT OF \$31,312 FOR COSTS ASSOCIATED WITH RECREATION FACILITIES AND PROGRAMS, AND AMENDING THE FISCAL YEAR 2016/2017 RECREATION DEPARTMENT BUDGET TO REFLECT THE APPROPRIATION OF THESE FUNDS (4/5 VOTE REQUIRED)

### **RECOMMENDED ACTION**

Council adopt the resolution.

### **SUMMARY**

Multiple donors, sponsors and grantors have made donations to the Recreation Department for FY2016/17 to fund costs associated with the recreation facilities and programs. Today's action asks the City Council to appropriate these funds.

### **ENVIRONMENTAL REVIEW**

#### **Environmental Notice**

The activity is not a "Project" as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

#### **Environmental Determination**

The proposed activity has been reviewed for compliance with the California Environmental Quality Act (CEQA) and it has been determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

### **BOARD/COMMISSION RECOMMENDATION**

Not Applicable.

### **DISCUSSION**

The Friends of Chula Vista Parks and Recreation donated funds in the amount of \$12,612 to support various programs and operations throughout the Recreation Department including: support for the Music in the Park Summer Concert Series and the Summer Movies in the Park Series; new tiny tots tables at Veterans Recreation Center; supplies and equipment for the ASPIRE programs at Loma Verde Recreation Center and Otay Recreation Center; a new oven for Parkway Community Center; an updated sound system for Monteville Recreation Center; a popcorn cart for special events at Heritage Recreation Center; and a projector to assist with presentations at the Norman Park Senior Center.

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The Recreation Department was awarded a Performing and Visual Arts Grant from the Chula Vista Library in the amount of \$5,000. This award helped support the Music in the Park Summer Concert Series at Memorial Park.

The Recreation Department has partnered with the UCSD Family Medicine & Public Health Department to conduct the Peer Empowerment 4 Physical Activity (PEP4PA) research study. Norman Park Senior Center and the Loma Verde Recreation Center were selected as the first two sites in San Diego County to host the study. The program created a peer lead walking program (Walking for Fitness) in an effort to improve the health and quality of life of older adults, ages 50+ at Norman Park Senior Center. The program also provided a Community Health Fair at Loma Verde Recreation Center. This eighteen month program focuses on increasing the amount of walking and overall activity levels of older adults attending local senior or community centers. This year, we have once again received \$1,700; \$1,200 of the funds has been allocated to part-time staff wages to implement the program and \$500 for supplies.

Norman Park Senior Center received additional donations totaling \$3,000 this year. Local resident and center participant, John W. Crillo, donated \$2,500 which will be used to purchase updated furniture and equipment for the center. The recently disbanded Oxford Senior Citizen's Club donated \$300 which provided program supplies. Donations of \$100 were received by the Chula Vista Garden Club which conducts their meetings at Norman Park Senior Center and the Funeraria del Angel Humphrey.

The Chula Vista Recreation Department received a SANDAG iCommute Go by Bike Mini-Grant in the amount of \$3,000 in support of programs or projects that educate, promote, and encourage biking as an everyday transportation choice. The Recreation Department used these funds to provide traffic control services and barricade equipment to support the delivery of the City's first open streets event, CiclaVista on April 30, 2017.

The 9<sup>th</sup> Annual Community Fun Run ("Fun Run"), a 5K run/walk community event, was held on May 6, 2017 at the Chula Vista Elite Athlete's Training Center. This event has been presented annually by the Recreation Department and the Friends of Chula Vista Parks and Recreation since 2009. Aquatica, SeaWorld's waterpark, is the Community Fun Run's Title Sponsor for the 5<sup>th</sup> consecutive year and is donating \$5,000 in sponsorship fees to be used by the City to pay for the initial startup costs associated with the Community Fun Run, including printing of fliers, production of participant t-shirts, advertising and other miscellaneous costs. An additional sponsor for this year's Fun Run is Baldwin & Sons, LLC, who is donating \$1,000. These funds will also be used to pay for the up-front costs associated with the Fun Run.

### **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

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Community, Strong and Secure Neighborhoods and a Connected Community. Partnership opportunities are vital to the Recreation Department to expand community events which promote health and wellness, programs and services such as the Movies in the Park, Music in the Park, Norman Park Senior Center Walking for Fitness and ASPIRE programming, 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.

### **CURRENT YEAR FISCAL IMPACT**

Approval of this resolution will result in an appropriation of \$31,312 from multiple donors, sponsors and grantors to the Recreation Department's budget. There is no net fiscal impact to the General Fund.

### **ONGOING FISCAL IMPACT**

The Norman Park Senior Center Walking For Fitness program was supported for the last 18 months by the funds donated by UCSD Family Medicine & Public Health Department until 2017. The continuance of this program will cost the Recreation Department an estimated \$8,000 annually which has already been identified in the proposed FY18 budget.

The donated funds received for the Community Fun Run continue to help offset costs to offer the annual city run special event for the community. Any proceeds received after expenses are used to support health and wellness programs offered by the department.

The Music in the Park events is annually budgeted with the continuation of such dependent on funding by sponsorships and grants to offset event costs. The Recreation Department was able to purchase the equipment for Movies in the Park in 2015/16 with grant funds. Thus, providing more FREE movies to the community hosted at various recreation and park sites.

*Staff Contact: Kristi McClure Huckaby, Director of Recreation*