



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

Date: August 23, 2013

To: Recreation and Park Commission

From: Lisa Bransten
Director of Partnerships

Re: Kaiser Permanente Grants for Seasonal Events and Afterschool Programs

Agenda Item Wording

Discussion and possible action to accept grants from Kaiser Permanente totaling \$35,000 to support 1) seasonal events put on by the Recreation and Parks Department and 2) afterschool programming at the Potrero Hill Recreation Center.

Background

As part of its ongoing effort to promote healthy, active lifestyles and youth engagement, Kaiser Permanente is supporting two important youth and family-oriented programs of the Recreation and Parks Department. Both projects provide youth with structured activity during out-of-school hours at either very low or no cost.

Seasonal Events

For several years, the department has put on a series of family-oriented seasonal events including Eggstravaganza in the spring, Playday on the Green in the summer, Scare Grove in the fall and the Holiday Tree Lighting in the winter. Both Playday and the Tree Lighting are free of charge to the public, and Eggstravaganza and Scare Grove are presented for the comparatively low cost of \$8 per ticket.

Each celebration has its own flavor, but all of these events feature rides, arts and crafts and activities such as rock climbing, hay mazes and even Golden Gate Park sledding at the Tree Lighting in December. Though the focus of these events is on fun, the department pays close attention to the benefits they provide kids in terms of promoting creativity and youth activity. These events provide lots of space to run around, and the department is working to provide healthy food options.

In light of the department's and Kaiser's parallel interest in promoting healthy youth in San Francisco, Kaiser decided to support Playday, Scare Grove and the Tree Lighting in 2013 with \$5,000 sponsorships each for a total of \$15,000 in support during the 2013-14 Fiscal Year.

Afterschool Programs

Kaiser also awarded the department funds totaling \$20,000 to support two free, drop-in afterschool programs at Potrero Hill Recreation Center during the 2013-14 SFUSD academic school year. The programs include a Sports & Athletics class, which will provide introductory instruction in 2-3 sport disciplines each session such as soccer, basketball, tennis, baseball/softball, flag football, and volleyball. This program will be offered Monday through Friday, 3:30-5:30pm.



RPD will also provide a Zumba/Cooking program in which participants will learn basic cooking skills, interpret recipes, plan meals, and learn the fundamentals of nutrition and food preparation. Students will also have the opportunity to dance and move their bodies during a Zumba class, offered once per week. This program will be offered on Tuesday and Thursdays, 3:30-5:30pm.

While the seasonal events and the afterschool programs are very different projects, the department believes that they both meet a number of shared goals of both the Recreation and Parks Department and Kaiser Permanente in terms of providing positive activities for youth and families in San Francisco.

Financial Impact

\$35,000

Recommendation

Department management and staff recommend accepting this grant.

Supported by

Department staff

Opposed By

No known at this time

People to contact:

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