



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

Date: Thursday, April 3, 2014

To: Recreation and Park Commission
Operations Committee

Through: Philip A. Ginsburg, General Manager

From: Lisa Bransten, Director of Partnerships

Subject: Grant Acceptance – Kaiser Permanente

Agenda Item Wording

Discussion and possible action to accept a grant from Kaiser Permanente totaling for \$20,000 to support the Recreation and Parks Department's four family-oriented seasonal events: **Eggstravaganza** in the spring, **Playday** in the summer, **Scaregrove** in the fall and **the Holiday Tree Lighting** in the winter.

Background

As part of its ongoing effort to promote healthy, active lifestyles and youth engagement, Kaiser Permanente is supporting the Recreation and Parks Department's four 2014 seasonal events.



Eggstravaganza is always a good time for all

For several years the department has put on these free or low-cost events as a way to promote family fun in San Francisco and to bring together residents from neighborhoods and groups from across the city.

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 sledding in Golden Gate Park. 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 activity. These also provide parents with hours of free or low-cost fun for their children. Playday in the summer and the Holiday Tree Lighting in the winter are free community events. The Eggstravaganza and Scaregrove are ticketed at \$8 per person (with kids under two entering for free). Once inside, everything at these events -- with the exception of food -- is free. By comparison, the carnival ride vendor reports that at many events, organizers charge as much as \$4 per ride.

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 Eggstravaganza, Playday, Scaregrove and the Golden Gate Park Tree Lighting in 2014 with \$5,000 sponsorships for a total of \$20,000 in support this year.

As part of its support for these events Kaiser will be recognized on all event marketing materials and will have the opportunity to host a 10x10 booth at the events or sponsor an existing activity. Kaiser will also receive sponsor benefits including 25 tickets to Eggstravaganza and Scaregrove, and special recognition at the Holiday Tree Lighting.

Financial Impact

\$20,000

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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