



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 - Znyga.org Foundation

Agenda Item Wording

Discussion and possible action to accept a grant from Zynga.org Foundation 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

Zynga.org is the non-profit arm of the game company Zynga and it is dedicated in part to promoting play and fun. As part of this effort, Zynga.org is sponsoring all four of the department's family oriented 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.



In light of the department's and Zynga.org's parallel interest in promoting fun and play in San Francisco, Zynga.org decided to support the Eggstravaganza, Playday, Scare Grove and the 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 Zynga.org 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. Zynga.org 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:

Lisa Bransten
Director of Partnerships
lisa.bransten@sfgov.org
415.831.2704