



Mayor Gavin Newsom
Philip A. Ginsburg, General Manager

Date: January 29 2013
To: Recreation and Park Commission
From: Lisa Bransten
Re: CycleSF Grant

Agenda Item Wording:

Discussion and possible action to recommend that the Board of Supervisors accept and expend a grant from Committed to Community on behalf of Jumping Fences Inc. of at least \$100,000 generated from the April 28, 2013 Cycle SF bike ride to be used to benefit the Recreation and Park Department's scholarship program and purchase and install bike racks to be placed in parks throughout the City.

Background:

Several years ago, Jumping Fences Inc., the sponsor of the San Francisco Marathon approached the Department about sponsoring a bike event throughout San Francisco that would both be a fundraiser for the Recreation and Park Department (RPD) and allow riders of all levels to ride through several neighborhoods on car-free roads. After discussion between Jumping Fences, the Department, other city and federal agencies and extensive community outreach with business and neighborhood groups throughout the city, the 2013 Cycle SF Event was developed.

In January, the RPD Commission approved all Golden Gate Park and Great Highway road closures associated with CycleSF. As outlined at the January RPD Commission meeting, Jumping Fences will pay all standard event fees and costs associated with the event.

Jumping Fences is promoting CycleSF as a way to highlight "cycling as part of a healthy lifestyle and to highlight and celebrate the role of our city's Recreation and Parks Department in providing a healthy living environment." Jumping Fences has provided the department with a letter outlining its intention to donate a minimum of \$100,000 through CycleSF.

Riders who register for CycleSF will both pay a registration fee of \$40-\$65 and be encouraged to raise funds individually or as a group to support RPD's scholarship





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program and to support the placement of bike racks in Golden Gate Park and other parks around San Francisco. Funds raised by riders will go to Committed to Community a 501(c)3 organization run by event sponsor Jumping Fences Inc., and these funds will be granted to RPD. If event riders fail to raise \$100,000, Jumping Fences will make up the difference out of event revenues. Any funds raised by riders in excess of \$100,000 will go to RPD.

RPD anticipates spending approximately \$30,000 to \$40,000 of funds from the event on bike racks throughout San Francisco and the balance to fund the department's scholarship program. Spending on bike racks is subject to a determination of need and optimal placement by RPD operations staff.

Recommendation:

Department management and staff recommends acceptance of this grant.

Financial Impact:

A minimum of \$100,000

Supported by:

Department management and staff

Opposed By:

No known at this time

People to contact:

Lisa Bransten

Director of Partnerships

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