



**County of Santa Cruz Board of Supervisors  
Agenda Item Submittal**

**From:** Parks, Open Space & Cultural Services  
(831) 454-7901

**Meeting Date:** February 27, 2018

**Recommended Action(s):**

1. Accept the donations for calendar year 2017 of tangible goods in the amount of \$20,650 and cash donations in the amount of \$47,838 for the Parks, Open Space and Cultural Services Department (POSCS).
2. Authorize POSCS to work with the Auditor-Controller to issue the appropriate receipts and to take additional actions necessary.

**Executive Summary**

The POSCS is reporting on donations of cash and tangible goods in 2017 as well as the results of the Parks & Rex fundraiser.

**Background**

POSCS held several community events over the course of 2017. To save administrative funds, POSCS sought donations of tangible goods from local businesses. Community members and businesses participated in the events as an opportunity to support County Parks.

**Analysis**

Although County Policies and Procedures do not require departments to report individual cash donations under \$5,000 to the Board; in consultation with the Auditor-Controller's Office, POSCS is taking this opportunity to report the cash donations received to date for the Auditor's report, including funds raised during our second annual Parks & Rex fundraiser. Individual donations received for the Legacy and Commemorative Programs were each under \$5,000.

Below is a table showing tangible goods received from various local businesses:

<b>Event</b>	<b>Date</b>	<b>Donor</b>	<b>Tangible Goods</b>	<b>Value</b>
Seascape Park playground ribbon cutting	1/23/17	Seascape Beach Resort	use of event room, food service	\$1,900
Volunteer work day at Hidden Beach Park	4/28/17	Crown Castle	tools, shovels	\$2,000
Allstate/CONCACAF Trophy Tour Donation and Goalkeeper Clinic	07/31/17	Allstate Insurance	soccer equipment	\$16,000

Various	10/06/17	Various local businesses	various	\$310
Floating Pumpkin Pool Patch	10/22/2017	Uesugi Farms	pumpkins	\$440
<b>Total value of tangible goods received</b>				<b>\$20,650</b>

Below is a table of cash donations of \$5,000 and under for the Auditor's Report:

<b>Event/Purpose</b>	<b>Date</b>	<b>Donor</b>	<b>Value</b>
Free Swim Day - Labor Day	02/07/17	Community Foundation (Bill & Brigid Simpkins)	\$2,500
Quail Hollow	04/07/17	Lane Family	\$4,536
general operating support	06/05/17	Community Foundation (Surf Pony Fund)	\$250
youth recreation programs	06/20/17	Team CoCo	\$1,400
maintain the portable toilet in Soquel Lions Park	08/09/17	Community Foundation (Surf Pony Fund)	\$500
Fundraiser (net)	08/26/17	Parks & Rex Fundraiser	\$3,676
Quail Hollow	10/13/17	Geo. H. Wilson, Inc	\$100
Brommer Park courts	05/26/17	Santa Cruz Pickleball Club	\$1,500
Legacy Program	2017	Various Donors	\$18,000*
Commemorative Program	2017	Various Donors	\$15,376*
<b>Total cash value received</b> *Multiple donors under \$5,000			<b>\$47,838</b>

The Parks & Rex fundraiser raised a net of \$7,351.12, which was split between Parks and the Animal Shelter for \$3,675.56 each. The event would not have been a success without the partnership of the Santa Cruz County Animal Shelter and POSCS. POSCS will be looking to continue this partnership so that the Parks & Rex fundraiser can be held in future years.

### **Financial Impact**

A total of \$68,488 in tangible goods and cash donations was received by POSCS. A total of \$43,087.56 of the cash donations were deposited into various trust funds for the

Legacy Program, Commemorative Program, and other programs. The remaining amount will be used to offset POSCS operating costs.

**Submitted by:**

Kim Namba

**Recommended by:**

Carlos J. Palacios, County Administrative Officer

**cc:**

Auditor-Controller-Treasurer Tax Collector