

APPROVED

MAY 21 2014

REPORT OF GENERAL MANAGER

NO. 14-129

DATE: May 21, 2014

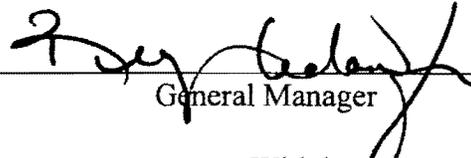
**BOARD OF RECREATION
AND PARK COMMISSIONERS**

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PARTNERSHIP DIVISION - PARTNERSHIP SUB-ACCOUNT FOR OFF-LEASH DOG PARK IMPROVEMENT DONATIONS

R. Adams	_____	*V. Israel	
R. Barajas	_____	K. Regan	_____
H. Fujita	_____	N. Williams	_____



 General Manager

Approved  _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board direct the Department of Recreation and Parks (RAP) Chief Accounting Employee to establish in Fund 302, Department 89, Account 89708H (Donations), a sub-account to be determined for receipt of donations generated to fund minor improvements and support maintenance staff at any of the various off-leash Dog Parks managed by RAP, to deposit all such donated funds into the sub-account, and to pay donation-specified expenses related to off-leash dog park improvements and maintenance from said sub-account.

SUMMARY:

In accordance with the Board's Policy on Partnerships, RAP's Partnership Division identifies collaborative opportunities, including donations, sponsorships, and operating agreements, all to the benefit of the community by enhancing and expanding services. On November 7, 2012, the Board authorized RAP's Chief Accounting Employee to establish Partnership accounts in Fund 302/89 by category, then to create sub-accounts under each category as needed to receive funds generated from the Partnership Division work activities (Report No. 12-310).

Recently, the Partnership Division has been working on a series of solicitation ideas for RAP's off-leash exercise areas for dogs and their owners, colloquially known as "Dog Parks." The provision and maintenance of the Dog Parks represents a facility category that serves a specific clientele and presents maintenance challenges different than a typical park. Many of RAP's nine (9) off-leash Dog Parks have active volunteer organizations which help collaboratively manage daily activity and monitor owner compliance with the Board's official Dog Park regulations. These groups also may spearhead efforts to improve maintenance of the dog parks and enhance the environs. For example, park users at the Silver Lake Dog Park have supported

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the addition of RAP installed shade structures, and are interested in raising donations to help maintain the shade structures and in other ways provide better maintenance to the Dog Park. The size of these donations is under \$5,000.00. However, in addition a local business has offered to match such donations possibly raising the potential figure to \$10,000.00. Other potential projects under development by the Partnership Division include possible sponsorship, such as exchanging monetary and in-kind contributions for recognition signage, and other small enhancement ideas such as benches, water fountains for persons and dogs, and more trees at various Dog Parks, depending on facility needs and the community input.

The recommended sub-account will be used to receive these types of small donations, which will be acknowledged through Board Reports. A sub-account for deposit of revenue accrued through donations for off-leash Dog Park needs is recommended for transparency of purpose and ease of tracking. By using a separate sub-account, expenditures are directly associated with the minor Dog Park improvements and maintenance programs for which funds were donated. In the case of any future major program or capital improvement gift, staff would request establishment of a new, project- and site-specific sub-account.

FISCAL IMPACT STATEMENT:

The establishment of sub-account for deposit of donations to support maintenance and minor improvements of off-leash dog parks will have no fiscal impact on RAP's General Fund.

This report was prepared by Joel Alvarez, Senior Management Analyst I, Partnership Division.