

Capitola City Council

Agenda Report



Meeting: July 27, 2023

From: City Manager Department

Subject: Jade Street Park Universally Accessible Playground Fundraising Partnership

Recommended Action: 1) Authorize the City Manager to execute a Memorandum of Understanding with the Friends of Santa Cruz County Parks for a fundraising campaign and administration of donations for the Jade Street Park Universally Accessible Playground Project; and 2) approve an administrative policy regarding the Universally Accessible Playground at Jade Street Park Donor Recognition.

Background: On November 22, 2022, the City Council authorized the Public Works Department to issue a Request for Proposals (RFP) for the design of a universally accessible (UA) playground at Jade Street Park. On February 9, 2023, the City Council authorized an agreement with Verde Design to design a UA playground at Jade Street Park. The City Council allocated an additional \$200,000 to the Jade Street Park Universally Accessible Playground Project (Playground) during the FY 2023-24 goal-setting session. Based on preliminary research, staff has determined a comprehensive UA playground project at Jade Street Park could cost approximately \$1,500,000. To close the funding gap, staff recommends a partnership with the Friends of County Parks (Friends) on a comprehensive fundraising campaign.

On June 8, 2023, the City Council reviewed the fundraising partnership plan and provided feedback to staff. The City Council conceptually approved the Friends' playground naming concept of garnering public input for name suggestions, with the City Council voting for the 'winning' name from a Top 3 list in the fall. The City Council also provided feedback on a donor recognition program.

Discussion: The Memorandum of Understanding (MOU) included as Attachment 1 establishes roles and responsibilities in the fundraising effort, outlines both City and Friends' responsibilities, and provides other details of the proposed fundraising campaign. Staff and the Friends also collaborated on detailed language defining how "Universal Design" will be used in all aspects of the playground, which is included in an exhibit to the MOU (Attachment 2).

Donor Recognition Administrative Policy

Staff has prepared an administrative policy (Attachment 3), that lists donor recognition opportunities. All donors as listed below will be publicly recognized on a donor recognition feature, such as a wall or other design element. Only "Major Sponsors" of the zones listed below may also be recognized with a sign in the corresponding zone.

Recognition on donor feature:

- Donating \$1,000 or more
- Donating amount determined by Friends for additional playground components (4-seat rocker, volta spinner, etc.)

Recognition on donor feature and/or on sign in the corresponding zone:

- Donating amount determined by Friends for Major Sponsorship rights of the following areas
 - Climb and Slide Zone
 - Swing and Sway Zone
 - Tot Zone
 - Sensory Zone
 - Game Zone

Fiscal Impact: The City and Friends have agreed upon a fundraising target of \$1 million. The Friends will retain 15% of the funds raised.

Attachments:

1. Draft MOU
2. Exhibit A: UA design
3. Exhibit B: Administrative Policy – donor recognition

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Reviewed By: Julia Moss, City Clerk; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager