



STAFF REPORT

Meeting Date: April 5, 2016
To: Honorable Mayor & City Council
From: Stephanie Harris, Management Analyst
Subject: Request for Direction Regarding Donor Recognition for The Dog Park

INTRODUCTION

Fundraising efforts for enhancements to the Beverly Hills dog park commenced on March 2, 2016. Community members have donated over \$12,700 and pledged over \$140,000, including a generous \$100,000 pledge from Councilmember Bosse. This report transmits recommendations of the Recreation and Parks Commission priority enhancements and accepting donations. Donations are being made to the Beverly Hills Community Charitable Foundation.

DISCUSSION

At the March 14th Special Meeting of the Recreation and Parks Commission, a final list of park enhancements was approved and prioritized. Items that are essential to be added during the beginning phases of construction will be bid as part of the base park and additional items will be bid as alternates and funded as donations are received.

In addition, the Recreation and Parks Commission has recommended donor recognition levels of \$1,000, \$5,000, \$10,000, \$25,000, \$50,000 and \$100,000+. Donor recognition at these levels will be permanent. The size and placement of recognition will correspond to the size of the donation, and will be placed on the interior wall of the dog park. Donor recognition styles will continue to be discussed; however a plaque is the Commission's preliminary recommendation.

In addition to the donor levels above, the Commission recommends donors under \$1,000 be recognized in the Community Services' quarterly brochure, the dog park opening day program, and online on the dog park page of the City's website.

The Commission has approved continuation of the City's Park Bench Donation program, allowing dedication of benches in the dog park. Park Benches will remain a \$5,000 donation with the plaque being displayed for 10 years. Currently we have already had one resident donate a bench and have three additional pledges for benches, including pledges from Councilmember Bosse, Recreation and Parks Commission Chair Bilak and the Beverly Hills Courier.

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FISCAL IMPACT

Should City Council support the Commission's recommendations, no public funds would be required or utilized for purposes of donor recognition as all costs for these purposes are charged against the privately raised project funds.

RECOMMENDATION

Staff and the Recreation and Parks Commission seek direction from the City Council regarding the proposed donor recognition program for the dog park.


Stephanie Harris
Approved By