



CITY OF CHICO
BIDWELL PARK AND PLAYGROUND COMMISSION (BPPC)
POLICY ADVISORY COMMITTEE

Regular Meeting Agenda
April 18, 2013, 6 p.m.

Municipal Center - 421 Main Street, Conference Room 1

Materials related to an item on this Agenda are available for public inspection in the Park Division Office at 965 Fir Street during normal business hours or online at <http://www.chico.ca.us/>.

1. CALL TO ORDER

2. REGULAR AGENDA

2.1. Consideration of the Bidwell Birthday Bash Special Event on July 20, 2013.

Park staff is working with CSU, Chico's RECR 323 class to coordinate a special event to celebrate the Park, increase awareness of issues, and raise funds for Bidwell Park. Staff would like to make it an annual event. Staff and students from the class will provide an overview of the event. Details of the event will be forwarded to the BPPC at a later date. **Recommendation:** *Commissioner and public input on the Bidwell Birthday Bash.*

2.2. Review and Update of the Park Donations Policy (informational only)

The Policy Advisory Committee met several times in 2011-2012 to revise and edit the Park's Donation Policy. As the policy shifts closer to finalization, staff was directed to collect information on a number of issues and will provide a verbal update of current progress on the policy.

3. BUSINESS FROM THE FLOOR

Members of the public may address the Committee at this time on any matter not already listed on the agenda, comments are limited to three minutes. The Committee cannot take any action at this meeting on requests made under this section of the agenda.

4. ADJOURNMENT

Adjourn to the next regular meeting on May 16, 2013 at 6:00 p.m. in the Conference Room 1, Chico Municipal Center building (421 Main Street, Chico, California).



Please contact the Park Division Office at (530) 896-7800 if you require an agenda in an alternative format or if you need to request a disability-related modification or accommodation. This request should be received at least three working days prior to the meeting.



DATE: 04/10/13
TO: Policy Advisory Committee
FROM: Lise Smith-Peters, Park Services Coordinator
SUBJECT: Consideration of the Bidwell Birthday Bash special event on July 20, 2013

Recommendation

Staff seeks input and approval of the Bidwell Birthday Bash special event on July 20, 2013. This item will be forwarded to the full Commission.

Background

In the Fall of 2012, Parks Services Coordinator Smith-Peters and Senior Ranger Jessica Erdahl met with Professor Jeff Jiang from the Department of Recreation, Hospitality and Parks Management at California State University, Chico. Each Spring, Dr. Jiang teaches RECR 323 - Principles of Special Event Management class and as part of the class, students help with coordinating a special event or fundraiser for a community organization. Park staff and Dr. Jiang discussed the idea of an event to benefit Bidwell Park both financially and to bring community awareness to the Park, and its partner agencies.

On February 5, Parks and Natural Resources Manager Dan Efseaff and Parks Services Coordinator Lise Smith-Peters attended the RECR 323 class and discussed the Park Division's vision of a special event in honor of Bidwell Park's birthday, which would be held in July 2013, the Park's birthday month. Students and staff brainstormed ideas and the class was subsequently divided into the following committees: finance, logistics, and marketing. Park staff met with the class onsite at One Mile Recreation Area in March to discuss the location for the event.

Discussion

Each year there are many events held in Bidwell Park that raise funds and help local community agencies. In 2012 there were 118 public events with at least 81,472 people participating (the estimates do not include spectators, which could increase numbers significantly). Park Division staff plays a large role in preparing for, supporting, and cleaning up after public and private events.

As the Chico population continues to grow, the impact of users on the Park is much greater and requires more resources. The City of Chico is reducing annual Department budgets to address the financial deficit. This has had a direct effect on staffing levels, maintenance and replacement costs for Park infrastructure and has limited the Park Division's ability to fund new and needed projects. Park staff proposes hosting a Bidwell Park Birthday Bash to celebrate our newly recognized "Regional Treasure," help raise some funds for the Park and to help focus the community's attention on Park resources, need for volunteers and on Park partners' programs and facilities. See attachment Bidwell Park Birthday Bash Draft Program for an idea of the day's festivities and activities proposed.

Park staff would like to continue progress on coordinating the event with the help of RECR 323 and recommends that the PAC provide input and forward the event concept of the Bidwell Park Birthday Bash for approval to the full BPPC.

Fiscal Impact

We expect the event to be smaller in scale this initial year and plan to make it an annual event. The Park Division can provide some funds for start up costs, such as for marketing and T-shirts, which would come out of a Park Donations fund (not the General Fund) or sponsors. Costs are likely less than \$2,000. RECR 323 students are looking for event sponsors and raffle/auction items, which will offset start up costs and raise additional funds for the Park. As a start-up event, the event is likely to just break even or may provide some additional funds to the donations account. Staff will have additional details as the event and sponsorship takes place.

Attachment: Bidwell Park Birthday Bash Draft Program; sponsorship letter, and sponsor levels

Distribution: Dr. Jeff Jiang and RECR 323; BPPC distribution



BIDWELL PARK BIRTHDAY BASH

*One Mile Bidwell Park, Chico
Saturday, July 20, 2013*

Program

- Bidwell Fun Run 5K
 - 7am: Registration
 - 8am: Running groups begin
 - 8:30am: Joggers & Walkers beginRegistration fees: \$20.00/person; \$10.00 (15 years and under); and \$80.00/6-member team (Race T-shirt provided to participants)
 - 8 - 11am: Breakfast foods available
- 11- 4pm: (free leisure time)
 - Passport Punch cards -- visit Park Partner Facilities (filled punchcards are entered in late afternoon – evening raffles)
 - Plein Aire Painters (9th Avenue Gallery)
 - Photo Booth ??
 - Live Music or Radio DJ?
 - Sycamore Pool Swimming
 - Give and Organize birthday presents for the park
- 4 - 7:30pm: Fair
 - Vendors with food, ice cream, selling various items
 - Basket auction
 - Crafts (tie-dye, face paint, cake decorating, etc.)
 - Sack races
 - Watermelon and/or cake eating contest
 - Dunk Tank
- 8:15pm: Movie
 - - Plein Air Paintings Displayed in area near Sycamore Field
 - - Raffle or Auction Announcements
 - - Movie
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*This is a draft program. Times and program may vary.



BIDWELL PARK BIRTHDAY BASH

One Mile Recreation Area
Bidwell Park, Chico
Saturday, July 20, 2013

Date

Dear Business Owner/Community Member,

This summer, the City of Chico Park Division is planning a community-wide event celebrating Bidwell Park. The City has teamed up with our RECR 323 - Principles of Special Event Management class at California State University, Chico in coordinating the Bidwell Park Birthday Bash to raise funds and bring attention to Park issues. This festivity filled-day will take place on July 20, 2013 at the One Mile Recreation Area in Lower Bidwell Park.

Bidwell Park is the crown jewel of Chico. Recently, the California Parks and Recreation Society formally recognized Bidwell Park as a "Regional Treasure." People that know the Park, love the Park. Yet, the Park has many urgent needs that cannot be address with current resources.

That is why, as a class, we have chosen to help with the Birthday Bash as a service-learning project to demonstrate how college students can serve an active role in the community and to help protect this vital part of Chico. We are extremely passionate about making this event a success, to keep Bidwell Park a healthy, sustainable part of our community.

Your help and support will make the Birthday Bash a success and fund proceeds will go toward park maintenance, revitalizing Caper Acres, community outreach, and ongoing restoration projects in the park We would appreciate your support through a donation and or becoming a sponsor of the event. Tax deduction information is available upon request. Checks should be made out to Chico Park Division and in the memo line put 005-000-46001/99171

If you need further information about the event or sponsorship, please contact Dr. Jeff Jiang (530-898-5527, jjiang@csuchico.edu), or Lise Smith Peters, the Park Services Coordinator for the Chico Park Division (530-896-7831, lspeters@ci.chico.ca.us).

Thank you for your time and consideration!

Sincerely,

Your signature

Your Name

Your Committee Name

Your contact information

Attach. Description of Bidwell Park; sponsorship levels; and Birthday Bash Program



BIDWELL PARK BIRTHDAY BASH

*One Mile Bidwell Park, Chico
Saturday, July 20, 2013*

SPONSORSHIP LEVELS

\$1,000+

- Name or Logo on main event banner
- Name or Logo on the City of Chico's website Donations Thank You page for 6 months
- Name or Logo on the event flyers (flyers locally distributed)
- Booth Space for your agency at the event.
- Name or Logo on individual sponsorship sign at the event (11"x14")
- Name or Logo on the event Facebook page
- Name or Logo on event t-shirt
-

\$500 - \$999

- Name or Logo on main event banner
- Name or Logo on the City of Chico's website Donations Thank You page for 6 months
- Name or Logo on the event flyers (flyers locally distributed)
- Booth Space for your agency at the event.
- Name or Logo on individual sponsorship sign at the event (11"x14")
- Name or Logo on the event Facebook page
- Name or Logo on event t-shirt

Silver: \$100 - \$499

- Name or Logo on the event flyers (flyers locally distributed)
- Space for booth at the event (must bring own booth)
- Name or Logo on sponsorship sign at the event
- Name or Logo on the event Facebook page