



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JULY 12, 2016**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT **WARDS: ALL**

SUBJECT: ADOPT RESOLUTION TO DECLARE JULY AS "PARKS MAKE LIFE BETTER" MONTH

ISSUE:

Support the California Park and Recreation Society (CPRS) and the Parks, Recreation and Community Services Department (PRSCD) by declaring July as "Parks Make Life Better" month.

RECOMMENDATIONS:

That the City Council:

1. Adopt attached Resolution supporting the California Park and Recreation Society "Parks Make Life Better" campaign; and
2. Declare July as "Parks Make Life Better" month, and in so doing, urge all its citizens to use and enjoy its parks, trails, open space, facilities, and recreational opportunities.

BACKGROUND:

The CPRS created a state-wide branding campaign to be used by local park and recreation agencies. The goal of CPRS Parks Make Life Better!® branding campaign is to raise awareness of the benefits of parks and recreation throughout California and to raise the status of parks and recreation as an essential community service. When all 525 park and recreation agencies in California unite under one banner and communicate the key messages of the Parks Make Life Better!® branding campaign clearly and concisely, CPRS will reach the brand objectives of building loyalty for parks and recreation services, heightening the profession's bargaining power and independence, stimulating growth, attracting talented people to the profession, involving the public, and gaining greater resources and support.

The Parks, Recreation and Community Services Department provides innovative recreational experiences and social enrichment opportunities and continues to address the changing needs for people of all ages and cultures in a variety of safe and attractive parks, landscapes, and facilities.

The City of Riverside has an award winning Parks, Recreation and Community Services Department that prudently maintains 50 developed and natural parks with 13 community centers and 7 pools. The facilities offer an assortment of amenities for all ages and interests. From sports to crafts to language skills and dancing, Riverside definitely believes "Parks Make Life Better".

FISCAL IMPACT:

There is no fiscal impact to the General Fund as a result of this item.

Prepared by:	Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Scott G. Miller, Interim Finance Director/Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Greg G. Geuss, City Attorney
Attachment:	Resolution