



Park and Recreation Commission

City of Arts & Innovation

TO: HONORABLE COMMISSIONERS **DATE: JULY 11, 2016**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: UPDATE OF THE CAPTURE RIVERSIDE PARKS PHOTOGRAPHY CONTEST

ISSUE:

Receive an update on the Capture Riverside Parks Photography Contest.

RECOMMENDATION:

That the Park and Recreation Commission provide feedback, and receive the report for file.

BACKGROUND:

In January 2016, the Parks, Recreation and Community Services Department (PRCSD) in collaboration with the Riverside Community Services Foundation (RCSF) introduced the Capture Riverside Parks Photography Contest.

The quarterly competition for non-professional photographers was created to encourage photographers to celebrate and capture the concept of "Parks Make Life Better". By capturing unique, creative and beautiful images of PRCSD facilities, activities, programs, and events, they in turn, help spread awareness of the importance of parks, recreation, and community service. Some of the photos will be published in the Explore Riverside/PRCSD Activity Guide and featured in other media outlets (fliers, web page, Facebook, Twitter, etc.)

To register, participants must upload their photo online at CaptureRiverside.org for one or more of the following categories: (a) Parks Make Life Better, (b) open space, (c) PRCSD programs/sport events, and (d) digitally altered. The submissions are then reviewed by a panel of judges and the best overall photograph is selected. The first 100 entries receive a "Parks Make Life Better" prize and a \$5 gift card for any PRCSD activity. The best overall photo winner receives a \$150 cash prize. All prizes and gift cards are provided by the Riverside Community Services Foundation.

DISCUSSION:

Over 100 entries were submitted during the two of four contest periods and some of those will be published in the 2016/2017 PRCSD Activity Guides and featured on Facebook and Twitter. The PRCSD and RCSF will continue to host the Capture Riverside Parks Photography Contest to engage and build relationships within Riverside.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

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Approved by: Alexander T. Nguyen, Assistant City Manager

Attachment: PowerPoint Presentation