



City of Arts & Innovation

Community Services and Youth Committee Memorandum

TO: HONORABLE COMMUNITY SERVICES AND YOUTH COMMITTEE MEMBERS **DATE: FEBRUARY 13, 2019**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT **WARD: 5**

SUBJECT: UPDATE ON THE 2018 WINTER WONDERLAND EVENT - DIRECT SUBMITTAL

ISSUE:

Receive an update and provide feedback on the 2018 Winter Wonderland Event.

RECOMMENDATION:

That the Community Services and Youth Committee receive an update on the 2018 Winter Wonderland Event and provide feedback.

BACKGROUND:

The Parks, Recreation and Community Services Department (PRCSD) has been providing a fee based snow play day annually for over 10 years at various parks. In 2017 and 2018, the PRCSD partnered with Arlington Business Partnership (ABP) to leverage each organization's resources and personnel to provide the Riverside community with the Winter Wonderland at Arlington Heights Sports Park (AHSP).

On December 1, 2018, the Winter Wonderland event featured 65 tons of snow for sledding; crafts provided by Citrus State Park & Michaels'; food vendors, entertainment from local high schools and PRCSD programs; a fun zone with interactive inflatables, jumpers and games; information booths that featured the Riverside Public Library, the Riverside Police Department (RPD), and Nutrition Education and Obesity Prevention; Santa arriving on the RPD helicopter & sitting for pictures with event guests; and raffles, prizes & the Annual Dad Dance Off. More than 3,000 youth and adults enjoyed the activities and entertainment provided during the event.

DISCUSSION:

To maintain the quality and service level of the special events offered by the PRCSD, staff initiated a partnership with ABP in 2017 to collaborate and share the cost of conducting the Winter Wonderland. Through this partnership, the PRCSD was able to add value to the event

and reallocate resources to other PRCSD activities. Since this partnership, more than 1,600 registered youth and 4,500 guests have enjoyed the activities and holiday atmosphere of the Winter Wonderland. Over the past two years, ABP has provided over \$40,000 of in-kind and monetary sponsorship for the Winter Wonderland.

The PRCSD would like to recognize ABP and its officers for their continued support and partnership in the annual Winter Wonderland.

1. Andrew Guerra Jr. - Administrative Services Director
2. Oswaldo Puerta – Communications and Outreach Coordinator
3. Rob Steinmuller – Board of Directors President-Elect

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer / City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachment: Presentation