



Community Services and Youth Committee Memorandum

City of Arts & Innovation

**TO: HONORABLE COMMUNITY SERVICES
AND YOUTH COMMITTEE MEMBERS**

DATE: FEBRUARY 12, 2020

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

WARDS: ALL

SUBJECT: 2019 WINTER SPECIAL EVENTS - DIRECT SUBMITTAL

ISSUE:

Receive an update on the 2019 winter special events.

RECOMMENDATION:

That the Community Services and Youth Committee receive an update on the winter special events and provide feedback as appropriate.

BACKGROUND:

The Parks, Recreation and Community Services Department (PRCSD) has been providing an annual, fee-based snow play day event for over 10 years at various parks. Historically, snow play days have been held at Bordwell, Orange Terrace and Hunt Parks. Since 2017, 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.

On December 7, 2019, the Winter Wonderland event was to feature 60 tons of snow for sledding, food vendors and entertainment.

In an effort to bring back a winter event to the Eastside, the Bordwell Advisory Board and the Martin Luther King Senior Club partnered with PRCSD to host snow day at Bordwell Park.

DISCUSSION:

Due to inclement weather, this year's Winter Wonderland event was cancelled. PRCSD and ABP agreed to host a similar event, Winterfest, on a smaller scale on January 4, 2020, at Arlington Park. This event included a snow play area with 25 tons of snow, fun zone area with carnival games, inflatables, and train ride, as well as a pancake breakfast, pictures with Santa Claus, and 33 food and retail vendors. The event sold 500 wristbands and hosted an attendance of over 2,000 community members.

The PRCSD would like to recognize Arlington Business Partnership for their continued support and partnership with the Winter Wonderland event, as well as the success of the Winterfest event.

The Eastside Snow Day event at Bordwell Park included 40 tons of snow, a tot play area, and arts and crafts. In addition, volunteers from North High School's football team and California Conservation Corps assisted with set-up and break-down of the event. Through these partnerships, PRCSD was able to provide meaningful experiences for the Eastside community.

The PRCSD would like to recognize the Bordwell Park Advisory Board and Martin Luther King Senior Club for their support and partnership in the Eastside Snow Day event.

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