

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Various City Events at Sunnyvale Parks in Conjunction with the 2016 Super Bowl

Lead Department: Library and Community Services Department

1. What are the key elements of the issue? What precipitated it?

This budget issue would implement various events at Sunnyvale Park sites to coincide with the pre-Super Bowl activities in February 2016. Events may have a football theme and showcase the Sunnyvale Parks system and Community Services' programs. Community Services Division would leverage the event to promote active, healthy lifestyles, as well as the variety of programs offered by the City. There may also be an opportunity to partner with local organizations and to potentially share expenses and cross-promote programs and services.

This issue was proposed by the Vice Chair of the Parks & Recreation Commission, Craig Pasqua, and approved unanimously by the commission on 9/11/13. The 49ers stadium in Santa Clara has been selected as the site of Super Bowl L, a nationally recognized event. Given Sunnyvale's close proximity to the stadium, there is an opportunity to promote Sunnyvale to both local residents and tourists alike.

2. How does this relate to the General Plan or existing City Policy?

General Plan Goal CC-10 High-Quality Recreation Programming: The City strives to develop and implement passive and active recreation and enrichment programs that:

- Provide constructive opportunities for fitness, well-being, healthy coping and stress management
- Promote activities that foster interaction among diverse parts of the community
- Encourage creative expression, education, skill development and personal enrichment
- Contribute to the creation of a healthy community; and promote community participation in recreation for all ages.

3. Is the budget issue a: PROJECT X OPERATING

4. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

N/A

5. Origin of issue: Council _____ Councilmember _____

Board and Commission X Board/Commission: Parks and Recreation Commission

Staff _____ Department _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ _____ (Annual Operating Costs)

Capital/Project \$ 30,000 (Project Cost)

\$ _____ (Associated Annual Operating Costs)

Staff time to plan and coordinate the event(s) would be absorbed in the existing budget. Funds would also be needed for event marketing and advertising expenses as well as for any equipment and/or rentals needed in conjunction with event activities.

7. Recommended funding source:

New revenue source _____

Service level reduction _____

Other General Fund

Please describe recommended funding source: _____

8. Staff evaluation and recommendation of proposed budget issue:

Evaluation:

Staff does not believe there is sufficient cost/benefit to offering events in conjunction with the Super Bowl in 2016.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year _____

Drop budget issue X

Reviewed by:



Lisa G. Rosenblum, Director of Library and Community Services

Reviewed by:



Gary Luebbers, City Manager

