



City of Sacramento City Council

915 I Street, Sacramento, CA, 95814
www.CityofSacramento.org

Meeting Date: 4/17/2012

Report Type: Staff/Discussion

Title: Save Mart Supermarkets “Help Save Mart Save Our Pools” Fundraising Campaign and Summer 2012 City Swimming Pool Operations

Report ID: 2012-00375

Location: Citywide

Recommendation: Pass a motion: 1) authorizing the City Manager to allocate up to \$100,000 from General Fund Administrative Contingency, to be matched dollar for dollar by Save Mart Supermarkets in order to maximize the matching fund commitment made by Save Mart Supermarkets of up to \$500,000, and extend Summer 2012 aquatics operations to the degree possible; 2) resetting the City Manager’s authority for the use of Fiscal Year (FY) 2011/12 General Fund Contingency; 3) transferring the funds to the Department of Parks and Recreation’s Aquatic Program FY 2011/12 operating budget (19001521); and 4) authorizing a carryover of unobligated appropriations for the Aquatic Program on June 30, 2012 to FY 2012/13 for the continued operation of City swimming pools through the 2012 swim season.

Contact: Dave Mitchell, Operations Manager, (916) 808-6076; James L. Combs, Director, (916) 808-8526, Department of Parks and Recreation

Presenter: None

Department: Parks & Recreation Department

Division: Aquatics

Dept ID: 19001521

Attachments:

1-Description/Analysis

City Attorney Review

Approved as to Form
 Sheryl Patterson
 4/11/2012 12:12:59 PM

Approvals/Acknowledgements

Department Director or Designee: Jim Combs - 4/10/2012 3:15:56 PM

Eileen Teichert, City Attorney

Shirley Concolino, City Clerk
John F. Shirey, City Manager

Russell Fehr, City Treasurer

Description/Analysis

Issue: Due to the budget crisis, City swimming pool operations have been reduced to such a point there are insufficient funds to open any of the City's 12 swimming pools or five stand-alone wading pools this summer. Last November, Save Mart Supermarkets, headquartered in Modesto, contacted City officials to discuss keeping pools open during the summer months through a large scale community-based sponsorship campaign. With a commitment to helping provide a safe place for children and families to swim, play and stay active during the hot summer months, the company worked with City staff to outline a partnership and empower the community to save the pools through a dollar-for-dollar matching campaign. On February 14, 2012, the City Council approved a sponsorship agreement between the City of Sacramento and Save Mart Supermarkets outlining obligations and commitments.

On February 14, 2012, Save Mart Supermarkets, the Sacramento City Council, and City officials launched an eight week fundraising campaign to "Help Save Mart Save Our Pools" with a goal to raise \$1,000,000 and open six City swimming pools and five wading pools this summer. Save Mart committed to fund all outreach and promotion efforts, and match community donations dollar-for-dollar up to \$500,000.

The campaign ran through Tuesday, April 10th, and included a variety of giving opportunities through in-store purchases and donations, social media, online giving, a phone-a-thon and other special events. All donors of \$500 and above receive additional recognition.

At the time this report was written, the campaign is still underway. City staff will update the Council on May 1, 2012, as to the final community response to the campaign, sponsorships, total amount raised, and how many pools will be open to the public this summer.

Save Mart Supermarkets commitment to community and helping the City of Sacramento extend aquatics services to the public is exemplary.

Policy Considerations: Seeking partnerships, sponsorships and donations to extend recreation operations for public enjoyment, health and wellness is consistent with the *City of Sacramento's 2030 General Plan* and the *2005-2010 Parks and Recreation Master Plan*.

Environmental Considerations:

California Environmental Quality Act (CEQA): This report concerns administrative activities that will not have any significant effect on the environment and that do not

constitute a “project,” as defined Sections 15061(b)(3); 15378(b)(2) of the CEQA Guidelines (Title 14 Cal. Code Reg. § 15000 et seq.).

Sustainability Considerations: Not applicable.

Commission/Committee Action: The Parks and Recreation Commission has been kept informed of the campaign, and several members assisted in fundraising efforts.

Rationale for Recommendation: While there was broad community support these past two months, from both residents and local businesses, with contributions ranging from \$5 to \$25,000, the amount raised to date has not reached Save Mart Supermarket’s commitment to match up to \$500,000. Staff recommends the City Council maximize support for swimming pool operations this summer by committing additional City funds to the Department of Parks and Recreation’s FY 2011/12 operating budget for aquatics to help fill the gap. Save Mart Supermarkets has committed to match these funds.

Financial Considerations: Staff requests an amount up to \$100,000 from General Fund Administrative Contingency to be allocated for swimming pool operations this summer. Note that, of this amount, \$3,001.94 is to match an equal contribution of interest earnings from the Robert P. Thomas Youth Sports Scholarship Fund for pool operations this summer. Per an agreement with the Thomas family, a disbursement of interest earnings is first approved jointly by the Mayor of Sacramento, the Parks and Recreation Director, and Robert and/or Keri Thomas. Disbursements are to be matched by the City of Sacramento outside of the operating budget of the Department of Parks and Recreation. With City Council’s support, the amount from General Fund Contingency will be matched dollar-for-dollar by Save Mart Supermarkets.

Until the total amount of funds is finalized the potential scope of pool operations is unknown. Staff requests authority to carryover unobligated appropriations as of June 30, 2011 for the Aquatics Program to FY 2012/13 for the continued operation of the 2012 City swim season.

Emerging Small Business Development (ESBD): Not applicable at this time as no goods or services are being procured with this item.