BOARD REPORT

DATE June 19, 2019

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: DONATION FROM VARIOUS SPONSORS IN SUPPORT OF THE 2019 GIRLS PLAY LA PROGRAM SPORTS DAY

AP Diaz S. Piña-Cortez
H. Fujita C. Santo Domingo
* V. Israel N. Williams

Approved X Disapproved Withdrawn

RECOMMENDATIONS

Accept various in-kind donations with a total value of Fifteen Thousand, Three Hundred Sixty-Five Dollars and Forty-One Cents ($15,365.41) and give appropriate recognition to the following companies for their support of the Department of Recreation and Parks (RAP) Girls Play LA (GPLA) program Sports Day held on Saturday, May 18, 2019 at Westwood Park:

- McCall Hall, Director of Community Outreach
  University of Southern California (USC) Athletics
  Photo Booth and Food (In-kind value of $10,630.41)

- Alina Beruff, Executive Director
  Los Angeles Football Club (LAFC)
  Street Team, Inflatable, and Falcon Appearance (In-kind value of $2,500)

- Evan Smith, Assistant Director of Community Tennis
  United States Tennis Association (USTA) Southern California
  Instructors (In-kind value of $1,700)

- Bryan Stauffer, Program Manager
  Southern California Golf Association (SCGA) Junior
  Six instructors (In-kind value of $350)

- Chris Fajardo, Director of Regional Operations
  Coaching Corps
  Staff (In-kind value of $185)
SUMMARY

GPLA encourages girls ages 6 to 15 to get involved in sports and fitness activities by offering improved programming at local parks. GPLA programming, which includes traditional sports leagues such as basketball, softball, and volleyball, as well as other fitness classes and activities including gymnastics, cheer, and golf, are currently offered at 100 RAP sites citywide. The annual GPLA Sports Day event, which offers sports clinics, fun activities, and female role models to empower young girls, was held on Saturday, May 18, 2019 at Westwood Park. There were 720 girls that participated in this event, as well as numerous volunteers. The in-kind donations of goods and services from a variety of sponsors listed above, with a total value of Fifteen Thousand, Three Hundred Sixty-Five Dollars and Forty-One Cents ($15,365.41), assisted with the success of the 2019 GPLA Sports Day.

FISCAL IMPACT

Acceptance and recognition of these in-kind donations of goods and services does not impact RAP’s General Fund. The donations provide essential services to augment the Girls Play LA Sports Day for young girls.

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP’s Strategic Plan by supporting:

Goal No. 2: Offer Affordable and Equitable Recreation Programming

Outcome No. 2: Girls and young women have equal access to recreational opportunities in LA

Key Metric: Percentage of female participation in youth sports programs

This Report was prepared by Jennifer Sapone, Senior Management Analyst I, Program Grants.