

City of Los Angeles Department of Recreation and Parks – Valley Region  
**Salute to Recreation Headquarters**

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Commissioners: President, Sylvia Patsaouras - Vice President Lynn Alvarez  
Melba Culpepper - Pilar Diaz - Joseph Halper

**FACT SHEET**

City of Los Angeles Department of Recreation and Parks - Valley Region

**Annual “Salute to Recreation” Family Festival**

**What:** The free “Salute to Recreation” Family Festival was created in the San Fernando Valley in 1982 as a means of acquainting the community with some of the activities and services offered by the Recreation and Parks Department. It became an immediate success in its first year, focusing on good, clean fun activities that could be enjoyed by the entire family. In 2019, we will be celebrating our 30<sup>th</sup> anniversary with an estimated annual attendance of 15,000.

**When:** Friday, May 31, 2019, 5:00 pm - 10:30 pm  
Saturday, June 1, 2019, 9:00 am - 10:30 pm  
Sunday, June 2, 2019, 10:00 am - 7:00 pm

**Where:** Northridge Recreation Center  
10058 Reseda Blvd., Northridge, CA 91324  
Cross Streets: Reseda Blvd. and Devonshire St.

**Admission:** Free to public / Fee for Vendors

***Features and Attractions:***

- 50+ Dance and Dinner
- Pickleball Demo/Clinic/Open Play
- Inflatables
- 3 Stages of continuous entertainment
- Hawaiian Vendors, Food, & entertainment
- Children’s Village – Arts & Crafts, Activities
- International Food Trucks
- Friday Night Karaoke Contest
- Carnival Rides and Games
- Community Organization Booths
- Health & Fitness Fair & Activities
- Girls Volleyball Tournament
- Dance and Cheer Expo
- Beer & Wine Garden – GEC Events
- Valley Relics Museum
- Zumba Party
- Kids Dance Party

***Application Deadline:*** May 1, 2019

Information: Prior to Event: (818) 756-8060 Day of Event: (818) 349-0535 Email: rap.salute@lacity.org  
TDD: (818) 756-7602 [www.laparks.org/salute](http://www.laparks.org/salute) #salutefamfest

City of Los Angeles Department of Recreation & Parks  
**Salute to Recreation Family Festival**  
May 31, June 1 & 2, 2019 • Northridge Park

## Salute History

Northridge Park, in June of 1982, was the scene of the first Salute to Recreation Family Festival. At that time, the event consisted of a carnival, food booths, petting zoo, live elephant ride, chili cook-off, three stages of continuous entertainment, miniature train ride, arts and crafts and free fireworks show. Many community organizations and businesses were involved, and the event was an immediate success, attracting 50,000 people.

The Annual Salute to Recreation Family Festival took a hiatus due to the economic downturn. Over the last 5 years the event changed and slowly growing towards the initial size and attendance. The Salute is back as we add new attractions and our attendance surpasses 30,000 participants and spectators during the festival weekend. Over the years our event has included: Three stages of live entertainment, Fireworks, Karaoke contest, 50+ Dance, Girls Volleyball Tournament, Dance & Cheer Expo, Inflatables, Petting Zoo, Hawaiian Village, Children's Village, Beer and Wine Area, International Food Trucks, Carnival Rides and Games, Community Organization Booths, Health Fair, & Parks Department Display, Video Zone, Rockwall Challenge and more.

The Salute to Recreation Family Festival seeks to introduce families in the San Fernando Valley and surrounding communities to the City of Los Angeles Department of Recreation and Parks programs and other recreational opportunities. The Salute to Recreation supports and promotes recreation for people of all ages, gender and diversity.

# Entertainment

## THREE CONTINUOUS STAGES OF ENTERTAINMENT sample listings are from past Salute to Recreation festivals

### CENTER STAGE HIGHLIGHTS

**Headliners featuring:**

Poncho Sanchez  
Susie Hansen Latin Jazz Band

**A Tribute to musical legends featuring:**

Led Zepagain, Fantastic Diamond, Which  
One's Pink

**Music for all:**

Pop, rock, hip hop, salsa jazz, soul,  
country and rock-a-billy.

**Karaoke Contest (Youth & Adult):**

Participants sing along to their favorite songs.  
Adults can win prizes for their performance.

### CHILDREN'S STAGE HIGHLIGHTS

Storytelling, magic, dance, gymnastics, cheer-  
leading, yo-yo, clowning, karate, music and  
more.

### HAWAIIAN STAGE HIGHLIGHTS

**Featuring:**

Charles Kiaha, Ilima Lei Russell, Le Polyn-  
esia, Halaevalu Productions, Kawalea Poly-  
nesia Dance, Lokelani's Rhythm of the Is-  
lands, the Tamali'is.

## AND MUCH MORE!

SIGN LANGUAGE Interpreters Provided at ALL ENTERTAINMENT STAGES TTY 818.756.7602

# Marketing and Publicity

## Previous marketing strategies have included:

- Event ads, on and off site promotional spots, print media, TV/radio media, press releases, and various web sites.
- 72,000 event mailings by Recreation Centers throughout the San Fernando Valley.
- 5,0000 program booklets and flyers distributed at the festival and at residences throughout the San Fernando Valley with your company name/ad displayed.
- Festival advertised in 10,000 brochures and flyers distributed to San Fernando Valley schools.
- Display ads in major newspapers highlighting many of our contributors.
- Display ads in a Spanish newspaper highlighting many of our contributors.
- Street event banners displayed at various locations throughout the San Fernando Valley.
- Sponsor banners displayed at Festival (provided by sponsor).
- Advertisement in Chamber of Commerce and Neighborhood Council Newsletters

# Salute Venues

## Sampling of activities from past **Salute to Recreation Festivals**

- **50+ DANCE** - Dancing, entertainment, refreshments, & door prizes
- **ART & MURAL DISPLAY & COMPETITION** - Creations by representatives from our recreation centers
- **CARNIVAL GAMES and RIDES** - Fun for all
- **CENTER STAGE** - Opening Ceremonies; Rock, Latin, Jazz & Dance music
- **CHILDREN'S AREA** - Pony rides, inflatables, reptile exhibit, rock wall & more
- **CHILDREN'S STAGE** - Entertainment for children - music and dance, storytelling, magic and more
- **CHILDREN'S VILLAGE** - Interactive and hands-on opportunities: crafts, drama, music, and more
- **CITY OF LOS ANGELES DEPARTMENT DISPLAY** - Representing programs throughout Los Angeles
- **DAY CAMP FAIR** - A display of day camp activities and programs affiliated with the City of Los Angeles
- **DEPARTMENTS OF THE CITY OF LOS ANGELES DISPLAY** - Representing programs throughout Los Angeles
- **FIREWORKS SHOW** - Exploding entertainment for the family
- **HAWAIIAN VILLAGE and STAGE** - Food, crafts, clothing and entertainment
- **INTERNATIONAL FOOD Trucks** - Cultural cuisines from around the world
- **KARATE EXHIBITION** - Non-contact Karate youth competition
- **REFRESHMENT GARDENS** - Serving Budweiser Beer and Wine
- **SILENT AUCTION** - Donations from community businesses
- **TEEN NIGHT** - Activities geared to the interest of teens
- **TRIBUTE NIGHT** - A tribute to musical legends.



Many of the venues listed above are available for individual sponsorship.  
Contact Steve Cline at (818) 756-8060 for further information.

# Sponsors and Contributors

## City of Los Angeles Department of Recreation and Parks Salute to Recreation Family Festival

We would like to thank the following past and present supporters of the **Salute to Recreation Festival**:

### Sponsors and Supporters:

99¢ Only Stores  
Anderson Trophy Company  
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San Fernando Valley Arts Council  
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Technology Artists  
Texaco  
Time Warner  
Triangle Sports  
Valley Cultural Center  
Viking Office Products  
Wal-Mart  
Whole Foods Market  
Yellow Book

### City of Los Angeles:

Office of the Mayor  
L.A. City Council  
Board of Recreation & Parks Commissioners  
Board of Equalization  
Department of Animal Regulations  
Department of Transportation  
Department of Street Maintenance  
Department of General Services  
L.A.P.D. Devonshire Explorer Post #660  
L.A.F.D. Fire Prevention  
City of Los Angeles Department on Disability-ADA  
Compliance Unit Sign Language Interpreters  
L.A.P.D. Devonshire Division  
Department of Water & Power  
Los Angeles County Health Department

# Demographics

## Population

The San Fernando Valley is a large metropolitan region adjacent to Los Angeles with an estimated population of 1.8 million in 2017, rivaling major U.S. cities and stands fifth in population. In addition, the Valley exceeds the population of 12 states.

## Occupations

The Valley houses a high ratio of skilled professionals. A high percentage of the Valley's jobs are in the area of white collar, managerial technical sectors for well-educated and trained workers. The San Fernando Valley has seen transitions in job categories from aerospace to entertainment and media technologies.

## Households

Slightly less than one half of the residents are married with the average household housing 3.7 people. Sixty-eight percent of the households in the Valley are families.

## Age

The median population is 37.1 of age. The largest group being children and young adults less than twenty years of age which make up 24 percent of the population. Older neighborhoods provide housing for retirees resulting in an affluent residential base.

## Ethnic Background

As the Valley continues to grow, the demand for goods and services increases. It has become a strong attraction for new cultures, specialized skills and a strong work force. The Hispanic population has increased valley wide as well as the Asian and Black populations.