

C-6

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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June 7, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the 2010 Parks and Recreation Commission Annual Report.
(Citywide)

DISCUSSION

In accordance with Municipal Code 2.18.090, the 2010 Annual Report for the Parks and Recreation Commission and transmittal letter (attached) are presented for City Council review. The Commission President reports that the Commission fulfilled its goals and objectives and was able to serve the citizens of Long Beach effectively as a result of these accomplishments. The report summarizes the actions of the Parks and Recreation Commission during the year 2010. The number of youth participants and classes on page 19 has been amended to reflect the current numbers.

The Parks and Recreation Commission is proud of the work it accomplished during the past year and appreciates the support provided by the Mayor, City Council, and staff.

TIMING CONSIDERATIONS

City Council action on this item is not critical.

FISCAL IMPACT

None.


SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,
Brett Waterfield, President
Parks and Recreation Commission
By:


GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

APPROVED:


PATRICK H. WEST
CITY MANAGER

Attachment

"We create community and enhance the quality of life through people, places, programs and partnerships"

City of Long Beach, Department of Parks, Recreation & Marine Parks and Recreation Commission Annual Report 2010

“We create community and enhance the quality of life in Long Beach through people, places, programs and partnerships.”



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PARKS AND RECREATION COMMISSION ANNUAL REPORT

Membership

The Parks and Recreation Commission was established by the City Charter, Article IX. Commission members serving in calendar year 2010 were:

Ron Antonette (appointed in July 2010)

Simon George

Albert Guerra

Harry Saltzgaver

Drew Satariano (served as President from January through June)

Sarah Tong Sangmeister (served as Vice President from July through December)

Brett Waterfield (served as Vice President from January through June and as President from July through December)

Powers and Duties of the Commission

The Parks and Recreation Commission shall have such exclusive authority over all leisure activities in public parks and recreational facilities, controlled or operated by the City, as may be prescribed by the City Council by ordinance; and with respect thereto shall have the following powers and duties.

- ❖ Recommend to City Manager and City Council, the acquisition of land for public parks and public recreation, the dedication of public land for public parks, the removal of public land from dedication as park land, and the acquisition of buildings, waterways, or other facilities for public recreation.
- ❖ Recommend to the City Manager, City Council, and Planning Commission, the approval or rejection of plans for improvement of park land for public recreation and for other purposes, including but not limited to buildings and other facilities, other than land and facilities within the tide and submerged lands granted to the City.
- ❖ Authorize the issuance of permits and agreements related to leisure activities in public parks and recreational facilities controlled or operated by the City.
- ❖ Establish fees for public recreational programs and use of public parks and recreation facilities.
- ❖ Perform such other duties as may be delegated by the City Council by ordinance.

Parks and Recreation Commission Committees

Each of the Commissioners serves on at least two of the seven committees and is the chair of one committee. The committees are listed below, including their responsibilities.

1. Executive Committee
 - Meet with the Director to review overall progress of planned projects.
 - Provide feedback to the Director on new major projects for land acquisition or other unscheduled projects.
 - Provide input and feedback for annual departmental budget priorities and other issues.
 - Oversee the Department's Strategic Plan.
2. Finance and Appeals Committee
 - Annual review proposed fees and charges.
 - Review and comment on annual budget recommendations.
 - Act as official appeals board for fee and contract disputes (as stipulated in the City Charter).
 - FOR Long Beach work plan.
3. Park Safety Committee
 - Review the Park Ranger program.
 - Review and evaluate park crime data from City departments.
 - Develop plan to address park safety issues.
4. Marketing and Customer Service Committee
 - Support Department efforts and identify opportunities to enhance customer service.
 - Review of Department mailing plans.
5. Capital Improvements and Infrastructure Committee
 - Park Impact Fees.
 - Joint school/park acquisition and development.
 - Open Space Element of the General Plan update.
 - Maintenance of facilities – parks.
6. Special Events and Recreation Committee
 - Review and comment on citywide or major special events.
 - Review and comment on recreation programs and policies.
 - Being neighborhood friendly for special events and filming.

REPORTS/RECOMMENDATIONS TO THE CITY COUNCIL AND SIGNIFICANT ACTIVITIES FOR 2010

January

- Approved the December 17, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director, or his or her management designee to execute the Personal Services and Instruction Agreements and amend Attachment "A" of the agreements as needed.
- Approved recommendation to approve the placement and installation of a memorial bench at Treasure Island Park along Florence Walk, to honor Betty Nelson.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a facility use permit to Fitness Through Motion, Inc., for the provision and operation of an outdoor fitness program at Los Cerritos and Recreation Parks for a term of one year, with two one-year renewal options, at the discretion of the Director or his designee, beginning February 1, 2010.
- Received and filed the Director's Monthly Report for December 2009.

February

- Approved the January 21, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to issue a permit for the operation of a picnic service concession with Company Picnic Specialist for a term of two years, expiring on February 19, 2012.
- Approved recommendation to approve the placement and installation of a memorial bench at the El Dorado Golf Course, east of the 9th tee, to honor Michael A. Rubick.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for January 2010.
- Approved recommendation to recommend to the Housing and Neighborhoods Committee and the full City Council that "Michael K. Green Skate Park" is an appropriate name for the new skate park in 14th Street Park.
- Approved recommendation to designate the Office of Special Events and Filming in the Department of Parks, Recreation and Marine as the Parks and Recreation Commission's representative for the issuance of all "Sidewalk Entertainment Permits," as specified in Chapter 14.04.070 of the Long Beach Municipal Code, effective February 22, 2010, in perpetuity, or until otherwise revoked by the Parks and Recreation Commission.

March

- Approved the February 18, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to issue a permit for the operation of a picnic service concession with Southern California Events, Inc., for a term of three years, expiring on February 28, 2013.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute a permit for the operation of a picnic service concession with Team Play Events, Inc., for a term of three years, expiring on February 28, 2013, with options for renewal subject to the discretion of the Director.
- Approved recommendation to approve proposed improvements for a new park located at 4951 Oregon Avenue, which meet a recreational need in the city through an appropriately designed site.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a First Amendment to Permit No. 29815 with Gregory M. Ruvolo and Theodore J. Snellen, individuals doing business as El Dorado Express, to amend and/or restate the Permission, Term and Permit Fee provisions of their Permit.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to issue a nonexclusive right of entry permit to Equilon Enterprises, LLC, doing business as Shell Oil Products US, to enter City-owned property located at 6800 East Carson Street, for the purpose of drilling and installing two groundwater monitoring wells, for a term beginning May 1, 2010 through December 31, 2015.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for February 2010.
- Approved recommendation to accept the Office of Sustainability's proposed Community Garden Policy and approve to implement the policy.
- Approved recommendation to approve the 2009 Parks and Recreation Commission Annual Report and authorize the Director to forward it to the City Council.

April

- Approved the March 18, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to request authorization to execute a permit with Knowledge Learning Corporation® for the operation of a science camp from July 12, 2010 through August 20, 2010, at El Dorado Park West.
- Approved recommendation to approve the placement and installation of a memorial bench within the greenbelt off Livingston Drive, between St. Joseph and Argonne Avenues, in memory of Patricia Johnson Saunders.

- Approved recommendation to receive and file the Director's Monthly Highlights Report for March 2010.

May

- Approved the April 15, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director, or his or her management designee to execute the Personal Services and Instruction Agreements and amend Attachment "A" of the agreements as needed.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a permit for the operation of a picnic service concession with A.J.'s Custom Picnics for a term of one year, expiring on June 30, 2011, with options for renewal at the discretion of the Director.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a permit for the operation of a picnic service concession with Los Angeles Partyworks, Inc., for a term of one year, expiring on May 2, 2011, with options for renewal at the discretion of the Director.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for April 2010.
- Approved recommendation to recommend to the Housing and Neighborhood Committee, and the full City Council, that the Beach Dog Zone be renamed "Rosie's Dog Beach."
- Approved recommendation to recommend to the Housing and Neighborhood Committee, and the full City Council, that the park bounded by Vermont Street (north), Colorado Street (south), Orlena Avenue (east), and Colorado Lagoon (west) be named Alamitos Heights Park.
- Approved recommendation to approve proposed improvements to Camp Fire USA, Long Beach Area Council facility on City land, 7070 East Carson Street, which meet a recreational need in the city through an appropriately designed plan.
- Approved recommendation to recommend to the full City Council to authorize the City Manager to execute a right-of-entry permit for Jose Loza, mural artist, to access Seaside Park, located at 1401 Chestnut Avenue, to provide mural painting commencing June 2010.

June

- Approved the May 20, 2010 Parks and Recreation Commission minutes.

- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a facility use permit to Emily Duval Personal Training, doing business as South Bay Fit Camp, for the provision and operation of an outdoor fitness program at Whaley and Recreation Parks for a term of one year, with two one-year renewal options, at the discretion of the Director or his designee, beginning July 1, 2010.
- Approved recommendation to approve the use of Livingston Drive Park for outdoor exercise classes and personal training by BAC Management, LLC, dba The Belmont Athletic Club, and recommend City Council authorization to execute a permit for the above-mentioned use of city beaches and parks for a term of two years, with three, one-year renewal options, at the discretion of the City Manager or his designee.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a facility use permit to Michael L. Robinson, an individual doing business as Tactical Fitness, for the provision and operation of an outdoor fitness program / boot camp at Heartwell Park for a term of one year, with two one-year renewal options, at the discretion of the Director or his designee, beginning July 1, 2010.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for May 2010.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute a permit for the operation of a family-oriented Oktoberfest with O Entertainment, Inc., in El Dorado Regional Park, Area III, from October 22 to 24, and 27 to 31, 2010, with staging to begin October 19, and completion of teardown November 2; and recommend the City Council approve a Resolution amending the Municipal Code to authorize a temporary waiver for the restriction of alcohol at El Dorado Regional Park, Area III, for this event.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to issue a non-exclusive right-of-entry permit to Long Beach Local to enter City-owned property, located at 2712 California Avenue, for the purpose of providing a one-acre urban farm and mulch yard, for a term beginning July 1, 2010 through July 1, 2011.

July

- Approved the June 17, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a non-exclusive Special Event Concession Permit to Merie Leon, an individual doing business as Coda's Kettle Korn, for the sale of food and non-alcoholic beverages at the Department's Movies in the Park and Thursday Concerts in the Park series of events for one year with two, one-year renewal options at the discretion of the Director.

- Approved motion to authorize the Director of Parks, Recreation and Marine to issue a non-exclusive permit and any related documents to Central Neighborhood Advisory Committee, South Wrigley Neighborhood Advisory Group, and the Health and Human Services Department's Weed and Seed Program and to any subcontractors appropriately contracted by same, to enter Martin Luther King, Jr. Park, located at 1950 Lemon Avenue, for the provision and administration of a community garden on City-owned property, for a term beginning July 1, 2010 through July 1, 2012, with options for renewal on an annual basis, at the discretion of the Director.
- Approved motion to conduct a public hearing on August 11, 2010, and then return to the August 19, 2010 regular meeting of the Parks and Recreation Commission for a recommendation to rank the alternatives for the Colorado Lagoon open channel.
- Approved Recommendation to adopt a resolution and approve the proposed Fiscal Year 2011 (FY 11) General Park Fees Schedule and make such changes effective October 1, 2010.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for June 2010.

August

- Approved the July 22, 2010 Parks and Recreation Commission minutes.
- Approved Recommendation to authorize the Director, or his or her management designee to execute the Personal Services and Instruction Agreements and amend Attachment "A" of the agreements as needed.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a permit for the operation of a Picnic service concession with Above All Catering, Inc., for a term of one year, expiring on July 1, 2011, with options for renewal at the discretion of the Director.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to assign the City of Long Beach's Permit rights to Permit No. 31433 with ESPN, Inc., doing business as ESPN/RISE, a California Limited Liability Company, for the 2010 Area Code Games at Blair Field to the Trustees of California State University, Long Beach.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a permit for the operation of a picnic service concession with Elite Special Events, Inc., for a term of one year, expiring on September 1, 2011, with options for renewal at the discretion of the Director.
- Approved recommendation to approve the placement and installation of a memorial bench at the end of Boathouse Lane near the Pete Archer Rowing Center at Marine Stadium to honor James and Elizabeth Bacchetti.

- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a permit for the operation of a picnic service concession with Choura Events for a term of three years, expiring on September 1, 2013, with options for renewal at the discretion of the Director.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a permit for the operation of a picnic service concession with TGIS Catering Services, Inc., for a term of one year, expiring on September 1, 2011, with options for renewal at the discretion of the Director.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for July 2010.
- Approved recommendation to recommend to the City Council that the definition of a "small park," for the purposes of a potential smoking ban, be any park of one acre or less in size, and that any smoking ban be initially limited to parks of this size.
- Approved motion to rank the alternatives for Phase 2 of the Colorado Lagoon Restoration Project with Alternative 4A as first, Alternative 2 as second, with the other alternatives not recommended, with the requirement that there be sufficient mitigation to replace active sports facilities and passive areas with equal or better facilities, as part of the project.

September

- Approved the August 19, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director, or his or her management designee, to execute the Personal Service Agreements for Homeland Cultural Center and amend Attachment "A" of the agreements as needed.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a Volunteer Agreement for the production and maintenance of a temporary mural on the exterior of the Recreation Park Community Center in Recreation Park, to memorialize the Sister City relationship between Sochi, Russia and the City of Long Beach and to promote the 2014 Winter Olympics to be held in Sochi.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for August 2010.
- Recommended to the City Council that smoking be banned in all parks in Long Beach, with golf courses subject to a separate study.

October

- Approved the September 16, 2010 Parks and Recreation Commission minutes.

- Approved recommendation to adopt a resolution and approve the revised Fiscal Year 2011 (FY 11) General Park Fees Schedule and make such changes effective November 1, 2010.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for September 2010.
- Approved recommendation to recommend to the Housing and Neighborhood Committee, and the full City Council, that the portion of Whaley Park in which the cherry tree grove was planted be named "Cherry Tree Peace Grove," and include a recognition of SGI Long Beach's 50 years of working in communities.
- Approved recommendation to receive and file the report from the Recreation and Special Events Committee on Permits to Gather and direct staff to prepare and submit a similar report to the City Council.
- Approved recommendation to recommend to the City Council that a Right of Entry Permit be executed with the Wrigley Area Neighborhood Alliance (WANA), a non-profit organization, to allow access to construct a playground at the 21st to Hill Mini Park at a future date to be determined.

November

- Approved the October 21, 2010 Parks and Recreation Commission minutes.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a facility use permit to Kim Ball, an individual doing business as Deliberate Movement, for the provision and operation of an outdoor group fitness program at Recreation Park for a term of two years, with three one-year renewal options, at the discretion of the Director or his designee beginning December 1, 2010.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a revocable permit to Sister Cities of Long Beach, Inc., for the use of the interior of the Recreation Park band shell, located at 4901 East 7th Street, Long Beach, for the administration of an office/archive and related activities for the Sister Cities Program, on a month-to-month tenancy at the discretion of the Director.
- Approved recommendation to receive and file the Director's Monthly Highlights Report for October 2010.
- Approved recommendation to receive and file the Aquarium of the Pacific's Campus Master Plan update; and, approve the proposed Seawater Intake System Project and recommend to the City Council Approval of a Right of Entry Permit for the Construction in Shoreline Park.

- Approved recommendation to recommend to the Housing and Neighborhood Committee, and the full City Council, that a community garden be created at the site of the undeveloped Molina Park, located at 1640 West 20th Street, and that the site be renamed “Mary Molina Community Garden.”

December

- Approved the November 18, 2010 Parks and Recreation Commission minutes.
 - Approved recommendation to authorize the Director, or his or her management designee, to execute the Personal Service Agreements for Homeland Cultural Center and amend Attachment “A” of the agreements as needed.
 - Approved recommendation to authorize the Director, or his or her management designee, to execute the Personal Service Agreements for the WRAP program sites and Houghton Park, and amend Attachment “A” of the agreements as needed.
 - Approved recommendation to approve the placement and installation of a memorial bench at Bluff Park, near Lindero Avenue and Ocean Boulevard, to honor Virginia Ann Swaffield.
 - Approved recommendation to approve the placement and installation of a memorial bench at Bluff Park, near Lindero Avenue and Ocean Boulevard, to honor Janice Evelyn Anderson.
 - Approved recommendation to receive and file the Director’s Monthly Highlights Report for November 2010.

The following groups requested and received **fee waivers** from the Parks and Recreation Commission during 2009. As part of the Fee Waiver Policy, all groups that receive fee waivers are required to provide in-kind or volunteer services to the Department equivalent to the fees being waived. The in-kind services are to be concluded within a (calendar) year from the date of the waiver.

January

- There were no requests for fee waivers in January.

February

- Approved recommendation to approve the Cambodian Coordinating Council's request for waiver of facility usage fees for the Cambodian New Year Celebration in El Dorado Regional Park East, Area III.

March

- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a one-day permit authorizing Centro CHA, Inc., and the Department of Parks, Recreation and Marine to conduct the 6th Annual Cesar E. Chavez Festival Celebrating the Legacy of Cesar Chavez on March 31, 2010, at Cesar E. Chavez Park and authorizing fee waivers for use of the amphitheater, the permit fee and the special event fee.
- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a one-day permit authorizing the California Turtle and Tortoise Club to conduct their Annual Turtle and Tortoise Show at the El Dorado Park West community center in the social hall and adjacent patio, on May 23, 2010, and authorize a waiver of the permit fee requirement of 10% of the gross receipts on the sale of various sundry items associated with the care and feeding of the turtles and tortoises.

April

- Approved recommendation to authorize the Director of Parks, Recreation and Marine to execute all documents necessary to issue a one-day permit authorizing Children's Day USA and the Department of Parks, Recreation and Marine to conduct the 10th Annual Children's Day and Earth Day Celebration on April 24, 2010, at Recreation Park and authorize fee waivers for use of the stage, the permit fee, and the special event fee.

May

- There were no requests for fee waivers in May.

June

- There were no requests for fee waivers in June.

July

- Approved recommendation to approve the request by Visions in Time for a partial fee waiver of concession fees for exclusive use of Area III in the El Dorado East Regional Park for a Civil War Reenactment on Saturday, July 31, and Sunday, August 1, 2010, with the following stipulated: Visions in Time will provide to the City a complete accounting of the event expenses and revenues.

August

- There were no requests for fee waivers in August.

September

- There were no requests for fee waivers in September.

October

- There were no requests for fee waivers in October.

November

- There were no requests for fee waivers in November.

December

- There were no requests for fee waivers in December.

The Commission received feedback provided through the **Customer Comment Cards**, which are distributed as part of programs and at facilities throughout the Department. During 2010, there were approximately 269 responses received, which have resulted in the following:

- Training staff regarding customer services.
- Assisting staff in modifying classes and programs provided to patrons.
- Assisting park maintenance staff in prioritizing projects and identifying areas in need of attention.
- Reducing the quantity of complaints received from the public.
- Pleasing patrons when changes have resulted from comment input.

Each customer comment card is read by the Director and written responses are provided to all who request a response. To create more of an outreach effort, Department staff attends approximately 23 neighborhood association and community meetings per month to discuss issues the community may have and to inform the community of current Department events.

RECREATION COMMISSION
ATTENDANCE RECORD – 2010

Commissioner	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Ron Antonette							APPT	X	X	X	X	X
Simon George	X	X	X	X	X	X	X	X	X	X	X	X
Albert Guerra	X	X	EX	X	X	X	EX	X	X	X	X	X
Harry Saltzgaver	X	X	X	X	X	X	X	X	X	X	X	X
Drew Satariano	X	X	X	X	X	X	X	X	X	X	EX	X
Sarah Tong Sangmeister	X	X	X	X	X	X	X	X	EX	X	X	X
Brett Waterfield	X	X	X	X	X	X	X	X	X	X	X	X

X – Present
EX – Excused Absence
RES – Resigned from the Commission
UNEX – Unexcused Absence
APPT – Appointed to the Commission
TERM END – End of Term

The Parks and Recreation Commission meetings are held on the third Thursday of each month at 9:00 a.m. These meetings are held at various locations throughout the city and are open to the public.

CITY PERSONNEL ASSISTING PARKS AND RECREATION COMMISSION - 2010

STAFF TOTAL:

<u>Director</u> 60 hrs. x \$116.65 =	\$ 6,999
<u>Manager, Business Operations</u> 34 hrs. x \$83.62 =	2,843
<u>Manager of Community Recreation Services</u> 34 hrs. x \$68.74 =	2,337
<u>Manager of Maintenance Operations</u> 40 hrs. x \$77.19 =	3,088
<u>Manager of Planning and Development</u> 40 hrs. x \$85.96 =	3,438
<u>Executive Assistant</u> 144 hrs. x \$42.28 =	6,088
<u>Superintendent of Personnel and Training</u> 8 hrs. x \$60.94 =	490
<u>Superintendent of Finance and Controls</u> 8 hrs. x \$57.87 =	463
<u>Monthly Commission Report</u> Bureau Manager - 2 hrs. x 12 mo. x \$83.62 = \$2,007 Secretary - 16 hrs. x 12 mo. x \$33.87 = \$6,503 Total	8,510
<u>Graphics/Print Shop</u> 1 hr. x 12 months x \$26.78 =	321

MISCELLANEOUS

Materials and Supplies 2,228

TOTAL **\$ 36,805**

NOTE: The salary rates listed for each position represents hourly loaded costs.

DEPARTMENT PREAMBLE

The Department of Parks, Recreation and Marine believes that recreation is a basic human need. It provides social, cultural, physical and intellectual activities for all to enjoy in a quality environment, with inherent values beyond the scope of the activity.

People in the developed nations of the world have achieved an awesome technological capability that has relieved them of considerable effort in attaining their physiological needs, while giving them leisure. Simultaneously, our social structure has become increasingly urbanized, removing us from direct contact with the natural resources that still must sustain us. However, individuals have not yet completely achieved the ability to use their leisure time to stimulate the mind of the individual, as well as to enhance society. Increased population and the rapid growth of cities have resulted in loss of prime open space and created environmental problems almost beyond comprehension. The need to dedicate open space, including the acquisition of parkland as part of planned community development, is becoming desperate in many areas. Further, the need to educate an urban populace as to how to use parks without abuse, as well as the need to prevent overuse, must be met if parks are to survive once acquired.

The City of Long Beach has both the opportunity and the responsibility to work with private enterprise and other levels of government to fill these needs, while serving every segment of society, through the provision of a balanced program of leisure service opportunities, and environmental education. Youth will be helped to grow physically, mentally and spiritually while developing positive attitudes, which will help them avoid mistakes leading to the further degradation of the environment and society. Adults will have an outlet from the tensions of a competitive, industrialized urban life, and a chance to express their individuality and creativity, while becoming aware of their dependency upon, and inter-relationship with, natural resources. Older adults will find meaning and purpose in their retirement years.

Provision of basic leisure service opportunities and facilities is a major responsibility of government. In addition, voluntary and special interest groups, private agencies and commercial enterprises should be encouraged to supply appropriate leisure services in a coordinated delivery system, which will benefit the citizens of Long Beach in the following ways:

Personal Benefits

1. Investment in our youth, through recreation programs, provides for positive lifestyle choices and alternatives to self-destructive behavior.
2. Recreation provides the opportunity to lead balanced lives, achieve our full potential, and gain satisfaction in life.
3. Skills our citizens develop through meaningful recreation activities are essential sources of self-esteem and positive self-image.

Social Benefits

4. Community recreation can bridge the gap with our citizens and reduce alienation, loneliness, and anti-social behaviors.
5. Leisure service activities promote ethnic and cultural harmony, by allowing people to share their differences and play and grow together.
6. Community pride is generated through leisure service activities, facilities, programs, and voluntary commitment.

Economic Benefits

7. The provision of meaningful recreation activities for our young people reduces the high cost of vandalism and criminal activity.
8. The leisure services offered by our department are attractive to tourists and are an essential ingredient of this city's tourism industry.
9. Physical and mental health achieved through our department's delivery system, and balanced meaningful lifestyles, reduces expensive health care costs.

Environmental Benefits

10. Investing in the environment through our beaches, marinas, and waterways, and park land space in residential areas, leads to increased property values through accessibility and associated recreation opportunities.

Failure to meet the challenges of providing well-planned public open space and quality leisure-time opportunities, as well as the challenge of educating the public who use the facilities, will result in a diminution of the quality of human life. The City of Long Beach can help to meet these challenges.

MISSION AND GOALS

Mission

We create community and enhance the quality of life in Long Beach through people, places, programs, and partnerships.

Goals

- ◆ Ensure open space, parks, and recreational facilities meet community needs.
- ◆ Ensure City parks and recreational facilities provide a positive experience and image.
- ◆ Ensure recreational programming, leisure opportunities, and community services meet the diverse needs and interests of residents and visitors.
- ◆ Ensure beaches, waterways, and marine amenities are accessible and provide a positive experience and image.
- ◆ Ensure marinas are fiscally sound and meet boat owner and community needs.

FACILITIES, PROGRAMS, AND SERVICES

The Department of Parks, Recreation and Marine oversees the operation and maintenance of all Long Beach public recreational facilities, including:

- 3,120 acres devoted to open space and recreation
- 160 parks
- 5 golf courses -- The busiest municipal golf system in the nation
- 27 community centers
- 52 park playgrounds
- 6 miles of beaches
- 3 marinas with a combined 3,700 boat slips -- The largest municipally operated marina system in the nation
- 4 swimming pools
- 69 tennis courts
- 2 tennis centers
- Rancho Los Cerritos and Rancho Los Alamitos
- Rainbow Harbor and Rainbow Lagoon
- Long Beach Museum of Art
- Long Beach Senior Center
- El Dorado Nature Center
- Leeway Sailing Center
- Belmont Veterans Memorial Pier
- Long Beach Municipal Cemetery

The Department provides free and fee-based recreational programs and leisure opportunities, both self-directed and organized, for people of all ages and cultures. Youth programs serve approximately 746,094 participant days annually and include free youth sports for ages 5 to 18, summer and vacation day camps, 800 recreational and educational classes, sailing and aquatics instruction, teen center activities, skateboarding opportunities, and supervised afterschool and weekend activities at parks, schools, and mobile recreation sites. In addition, approximately 264,000 youth participate in non-Department sports leagues that utilize park facilities.

Adult recreation opportunities include sports leagues, tennis and golf facilities and instruction, and more than 25,159 recreational and self-improvement classes annually. Recreation programs and social services for seniors are offered at six community centers. A regional Senior Olympics program is also offered. Family recreation opportunities include Long Beach Municipal Band concerts, cultural arts programs, environmental programs, citywide and neighborhood special events, boating facilities, as well as general park and beach use. Additional information regarding the Department's programs and facilities can be found at www.lbparks.org.

DEPARTMENT HISTORY

The Long Beach municipal parks system was created in 1888 with the development of Pacific Park (now Lincoln Park) in the downtown area. In the early 1900's, additional parks were developed with land donated by prominent Long Beach families including the Bixbys, Carrolls, and Houghtons. Parkland was also acquired from the Long Beach Water Company. The discovery of oil in 1921 dramatically increased municipal revenues, allowing the City to acquire additional parkland through direct purchase.

In 1924, Long Beach formed the Park and Highway Commission to manage the growing municipal park system. In 1929, a City Charter amendment established a nine-member Recreation Commission and the Coordinated Municipal and School Recreation Program was formed. Expansion of the park system continued during the 1930's. Funds from the federal Works Progress Administration (WPA) and State Emergency Relief Administration (as a consequence of the 1933 earthquake) supported the development of numerous recreational facilities throughout Long Beach.

During World War II, the City curtailed many recreation activities as a part of the war effort. Weapons installations and troop encampments rendered several parks unusable to the public. Postwar expansion led to the creation of numerous parks and recreation facilities. In 1954, a City Charter amendment established a separate Parks Department. In 1956, a bond issue passed allocating \$4.9 million for parks and recreation improvements, including the acquisition of parkland. In 1961, the Parks Department created a Golf Division and assumed responsibility for the City's five public golf courses.

Due in large part to a burgeoning youth population, a City Recreation Department was established by charter amendment in 1974. The Coordinated Municipal and School Recreation Program, which provided public recreation programming for 45 years, ceased to exist. In 1982, the Recreation Department merged with the Parks Department. It is interesting to note that the Parks Department was also responsible for street landscaping prior to the merger.

The Marine Department, which was originally created in 1956 to operate and maintain the Alamitos Bay Marina, was incorporated in 1987 to create the Department of Parks, Recreation and Marine. Finally, in 2001, the Special Events and Filming Bureau was created when the Department assumed responsibility for citywide special events and filming permits.

CURRENT ORGANIZATION

The Department of Parks, Recreation and Marine is directly responsible to the City Council through the City Manager. The City Manager appoints the Director of Parks, Recreation and Marine, who, in turn, directs a management staff professionally qualified by education and experience to administer, implement, and manage the Department.

The Department consists of five bureaus. A brief summary of each follows:

Business Operations Bureau: This bureau is responsible for the functions of payroll; personnel; budget; accounting and purchasing; contracts; concession and lease management, technology systems; and marketing and community information. This bureau is also responsible for overseeing the lease agreement for the operation of the City's five golf courses, and for providing as staff support to the Municipal Golf Commission. Five Superintendents report to the Manager of Business Operations.

Community Recreation Services Bureau: This bureau is responsible for all community-based recreation programming, youth services, senior services, youth sports, aquatic facilities and programs, contract class registration, adaptive recreation, special events, day camps and extended day care, adult sports permitting, facility reservations, the mobile skate park and mobile recreation programs, the school based recreation/21st Century program, the operation of El Dorado Regional Park, the park rangers, cultural and community services, mural arts programs, historic preservation and education, natural environment preservation and education, Homeland/MacArthur Park, volunteer programs, and the Long Beach Municipal Band. One General Superintendent and three Superintendents report to the Manager of Community Recreation Services.

Maintenance Operations Bureau: This bureau is responsible for ensuring that all parks, beaches, marinas, community centers, and other facilities under the Department's purview (as have been previously identified) are maintained and improved in an aesthetically pleasing and functional manner. Four Superintendents report to the Manager of Maintenance Operations.

Planning and Development: This bureau is responsible for the preparation and management of the Department's Capital Improvement Program, with projects in parks, marinas, and beach areas and for grant development. The bureau is also responsible for coordinating with the Public Works Department regarding the planning, funding, and completion of capital projects, working with the Planning and Building Department regarding the Open Space and Conservation Elements of the General Plan, and interfacing with regional, state, and federal regulatory and funding agencies concerning environmental issues including water quality, beach erosion, dredging, and habitat preservation. This bureau is also responsible for the oversight of the Rancho Los Cerritos. One Superintendent and one Historic Sites Officer report to the Manager of Planning and Development.

Marine: This bureau is responsible for the management and development of the City's three marinas, navigable waterways, launch ramps, and beach facilities. One Superintendent reports to the Manager of the Marine Bureau. Additionally, the bureau is responsible for providing staff support to the Marine Advisory Committee.

By City Charter, the Department of Parks, Recreation and Marine supports one Charter commission, which is the Parks and Recreation Commission, and four advisory bodies that are appointed by the Mayor and confirmed by the City Council. These include:

- Municipal Golf Commission
- Marine Advisory Commission
- Senior Citizens Advisory Commission
- Commission on Youth and Children

PLANNING RESPONSIBILITY

Parks, recreation and marine facilities should be an integral element of all City land-use planning and zoning. Such planning and zoning should embrace not only areas to be acquired for the City park or recreation system, but maximum use should also be made of zoning and other regulatory powers to preserve open space, protect scenic values and otherwise enhance recreational opportunities in private developments as well.

The Department supports ordinances and zoning changes that will tend to preserve public open spaces and areas of significant natural resources as a regular part of the City development process. This is being accomplished through the constant updating of subdivision regulations, developer fees, and other creative mechanisms. On October 15, 2002, the City Council adopted a revised "Open Space and Recreation Element" of the City's General Plan. This was a significant achievement, as this element had not been updated for nearly 30 years.

The City of Long Beach endeavors to protect existing park, recreation and marine areas against both public and private encroachment and should yield such areas for other purposes only upon the condition that areas lost are replaced by others of comparable value that serve the same population. Potential losses should be viewed as to their affect on the entire management system concerned.

FINANCES

Parks and recreation programs and maintenance responsibilities are basically financed through general taxation, known as the General Fund, while the Marine Bureau activities are financed through the Tidelands Enterprise Fund. Departmental services are supplemented by such sources as general obligation and revenue bonding, donations of money, loans, Federal and State Assistance Programs, gifts, services from private individuals and groups, and user fees and charges. Parks and recreation programs are generally financed through the City General Fund budget, special districts, contractual services, matching funds and other methods by which those benefited will pay the costs.

The Department strongly supports the concept that users of certain kinds of public park and recreation facilities and programs should pay fees for such use. Revenue from this source should be deposited in separate accounts and be applied to the development, maintenance, and administration of parks and recreation programs. Fees should not be so high as to prevent those in modest circumstances from enjoying the benefits of public parks and recreation programs. Basically, youth recreation programs and youth sports are free of charge in the City of Long Beach.

DEPARTMENT OF PARKS, RECREATION AND MARINE FY 2010

