



Information Item

Date: April 22, 2013

To: Mayor and City Council
From: Karen Ginsberg, Director of Community & Cultural Services
Subject: Update on *Give Santa Monica* Program

Introduction

This report provides an update on Santa Monica's Park Commemoration and Tribute Policy, the *Give Santa Monica* program, and introduces plans for incorporating Tongva Park and Ken Genser Square into the program.

Discussion

On [March 20, 2007](#), Council adopted [Resolution No. 10202](#) (Governing the Placement of Memorials and Tributes in City Parks) to expand and standardize practices for the City's Park Commemoration and Tribute Policy. Out of that policy grew the *Give Santa Monica* program. It allows members of the public to contribute towards the cost of park and beach amenities, and other improvements. Donations of \$750 and above are acknowledged with a permanent plaque. Donations below \$750 receive a special tribute certificate. Attachment A shows the current wish list of items available, which include benches, drinking fountains, bike racks, and trees, the required contribution, and whether or not the donor receives a plaque.

Since the program was launched at the beginning of fiscal year 2008-09, *Give Santa Monica* has received approximately \$100,000 or about \$25,000 annually in donated funds for the purchase of amenities and upgrades. Donations are not used for staff

costs, only direct costs attributable to purchase, upgrade or installation of amenities, such as park benches or park trees.

While the program offers a range of options, benches with an ocean or ocean adjacent view garner the greatest interest. This includes benches located in Crescent Bay Park, Barnard Way Linear Park, Ocean Front Walk and the southern end of Palisades Park. Pursuant to the Santa Monica Give program, donations for large streetscape trees are acknowledged with a plaque, and donations for trees in parks and other open spaces receive a special tribute certificate. To date, only one streetscape tree has been sold.

Because the program offers flexibility, the City has received some special donations, including a \$20,000 donation to cover maintenance costs for the historic Pergola in Palisades Park over the next 10 years. It has also provided the mechanism for local sports organizations to contribute funds to implement playing field upgrades such as foul ball netting, reconfigured fencing for improved dugouts, batting cages and storage..

At present, there are limited remaining opportunities to purchase benches in Barnard Way Linear Park, on Ocean Front Walk both north and south of the Pier, and in Douglas Park, while donations for sports field improvements, water fountains, bike racks and other amenities are still available.

Going forward, with the anticipated opening of Tongva Park and Ken Genser Square, *Give Santa Monica* will offer the opportunity to purchase a bench with etched plaque for various locations in these two parks for \$3,150. While higher than the cost for benches in other parks, this level of donation is necessary to cover the cost of the parks' unique benches and plaques. A total of 115 benches will be available.

Plans for marketing the new benches include articles in *Seascape* and local papers. In an effort to reach a broader donor base and attract contributions which will celebrate Santa Monica and the beauty of these new parks, staff will also reach out to the

business community in addition to individuals. Additionally, staff will promote the program during the park opening celebration planned for October 2013.

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Parks, Beach and Open Space Improvement Wish List

		Plaque included?	Currently needed at
BASKETBALL BACKBOARDS			
	<p>Industry-standard “quiet” clear polycarbonate backboard and hoop</p> <p><i>\$3,000 for 1</i> <i>City will provide match</i></p>	Yes	<p>Reed Park Stewart Street Park Virginia Avenue Park</p>
BIKE RACKS			
	<p>3-loop, painted steel, in-ground mounted bike rack</p> <p><i>\$600 each</i></p>	No	<p>Airport Park Douglas Park Hotchkiss Park Joslyn Park Los Amigos Park Palisades Park</p>
DRINKING FOUNTAINS			
	<p>Drinking fountain with attached doggie fountain</p> <p><i>\$5,500 each</i></p>	Yes	<p>Clover Park Marine Park Stewart Street Park</p>
TREE ID TAGS -			
	<p>Tree species identification tags for 100 trees</p> <p><i>\$7,500</i></p>	No	<p>Palisades Park</p>
SHADE STRUCTURE			
	<p>Shade sail structure</p> <p><i>\$20,000 – 30,000*</i></p>	Yes	<p>Airport Park</p>

OUTDOOR SEATING – NEW



Unique high-design durable wood benches with etched stainless steel band plaque on bench

Yes

NEW Santa Monica Civic Center Parks
 Tongva Park and Ken Genser Square

\$3,150 per bench



Contour style gray recycled plastic bench with metal frame
 5' bench

Yes

Airport Park Dog Park

\$1,500 per bench



Spectator bleachers, heavy-duty extruded aluminum

Yes

Marine Park (baseball area)

\$3,000 – 8,000

OUTDOOR SEATING – EXISTING & REFURBISHED



Existing powder-coated metal park bench, elegant and durable (4 in total)

48" wide - \$1,500 per bench

Yes
 Traditional bronze on cement pad

Palisades Park (directly facing entrance road to Santa Monica Pier)

Parks, Beach and Open Space Improvement Wish List



Traditional powder-coated metal park bench, elegant and durable

Yes

Barnard Way Linear Park (72" w)

72" wide - \$2,000 per bench



Refurbished benches – weathered wood slats replaced with eco-friendly, durable 100% post-consumer plastic lumber. Save a tree, buy a bench!

Yes

Ocean Front Walk (near beach from north to south City limits)

\$750 per bench



Limited opportunities to adopt an existing bench in Douglas Park

Yes

Douglas Park

\$750 per bench

TREES IN PARKS & BEACH PARKING LOTS



24" Box Tree \$500
 36" Box Tree \$1,000
 48" Box Tree \$2,000

No
 No
 No

Various parks and beach parking lots

STREETSCAPE TREES



Large streetscape trees
\$3,000 per tree

Yes

2nd and 4th Street