CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Albert Balagso

SUBJECT: SAN JOSE PARKS FOUNDATION

DATE: 02-12-10

Approved _____

Date 2/15/10

INFORMATION

It is with great pleasure that the Department of Parks, Recreation and Neighborhood Services (PRNS) is announcing the launch of the San Jose Parks Foundation (SJPF).

The objective and purpose of the SJPF is to enhance the recreational, educational, and cultural life of the San Jose community by encouraging and soliciting support for our City's park and recreation system, including facilities and programs. While the City encourages the purpose of the SJPF, the foundation is an independent non-profit organization that will inspire passion and personal involvement in our parks, trails and recreational programs.

A three-year grant agreement between the City of San Jose and the SJPF is currently being negotiated and will allow for $200,000 of seed funding over the three-year term. The seed funding was appropriated in 2009-2010 to fund public-private partnerships through the Enhanced Park Maintenance Reserve. The City's initial seed funding will support development of the website, mailing list, create membership and donor collateral marketing material, provide office supplies, and will allow up to 50% annually to be allocated for administrative purposes.

The founding Board of Trustees are James Reber, Executive Director; Dan Pulcrano, Interim President; Helen Chapman, Secretary; Kelly Gaffeney, Treasurer; Sylvia Lowe, Trustee; and Ray Turner, Trustee. The Board will eventually consist of 15 members with three ex-officio members appointed by PRNS.

The SJPF will begin its fundraising efforts in February 2010 by focusing its recruitment efforts on enlisting 2,000 members within its first year of operation.

ALBERT BALAGSO
Director of Parks, Recreation and
Neighborhood Services

For more information please contact Cindy Rebhan, Parks Manager, at 408-535-3581.