

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2008 JUL 10 PM 4:33

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Audree V. Jones Taylor  
DATE: July 15, 2008

RE: **Supplemental Report Providing Additional Information Regarding the Appropriation from the 2007 Raiders Ticket Surcharge to the Office of Parks & Recreation**

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**SUMMARY**

At the July 8, 2008 Finance & Management Committee meeting, the Committee members requested that staff provide additional information regarding the locations at which the proposed new Outdoor Adventures, Dance & Fine Arts, and Healthy Eating & Etiquette initiatives will be located.

Committee members also requested additional information about the Raiders Surcharge-funded Girls Sports programs that were provided in the previous year.

**PROGRAM DESCRIPTION**

The Office of Parks & Recreation will use Raiders Surcharge funding as seed money to undertake three new initiatives: 1) Outdoor Education 2) Dance & Fine Arts, and 3) Healthy Eating & Etiquette.

The Outdoor Education initiative will truly be Citywide, not based at any Recreation Center. The program will be offered ten days per month, for three months in the spring, and three months in the fall. There will be a total of 60 outings, such that each Recreation Center can send two groups of twelve kids from their after-school programs.

The Dance & Fine Arts initiative is a pilot program that will be provided in areas where there is a critical shortage of arts programming. In this first year of the program, these programs will be offered in areas where dance and fine arts programs are not currently provided at schools or at local recreation centers. Programming will expand to additional sites in future years.

The funding for the Healthy Eating & Etiquette initiative is sufficient to provide meals and programs at ten sites for ten weeks. The program will be offered as a pilot at six sites; centers that already have a fully operational kitchen, and an existing program to provide hot meals for youth. These first six sites to begin offering this program will be: Allendale, Arroyo Viejo,

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DeFremery, Golden Gate, Manzanita, and San Antonio. An additional four sites are still to be selected.

The Office of Parks & Recreation will allocate \$60,000 in Raiders Surcharge funding to Girls Sports this year. This is the same level of funding that Girls Sports has received in prior years. Last year, Raiders Surcharge funds provided Girls Sports programming at the following sites:

Double Dutch (259 participants)

- Bushrod Recreation Center
- DeFremery Recreation Center
- Mosswood Recreation Center
- Poplar Recreation Center
- Redwood Heights Recreation Center
- Explore Charter School
- Elmhurst Middle School
- Crocker Highlands School
- Glenview School
- Ira Jinkins Recreation Center
- Lincoln Square Recreation Center
- Rainbow Recreation Center

Spirit Squad (110 participants)

- De Fremery Recreation Center
- Frick Middle School
- Allendale School
- Grass Valley School
- Dimond Recreation Center

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff requests that Council accept this informational report.

Respectfully submitted,




**Audree V. Jones-Taylor**

Director, Office of Parks & Recreation

Prepared by:  
Deborah Spaulding, Administrative & Fiscal Manager

**APPROVED AND FORWARDED TO THE CITY COUNCIL**



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