



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation

DATE: February 3, 2009

SUBJECT: Parks and Recreation Annual Report for Fiscal Year 2007-2008

RECOMMENDATION:

Staff recommends that the City Council accept a presentation on the attached Parks and Recreation Annual Report for Fiscal Year 2007-2008.

FISCAL IMPLICATION:

There are no fiscal implications associated with the recommended action.

DISCUSSION:

The attached annual report provides a comprehensive analysis of classes, special events, and daily activities for the Parks and Recreation Department for FY 2007-2008. The report highlights the Department's accomplishments, attendances, and budgetary information and identifies challenges facing the Department.

The annual report serves as a benchmark against which comparisons of attendance, customer satisfaction, and costs can be measured and evaluated.

At the end of the annual report, a financial summary of all self-sustaining and non-self-sustaining activities is provided. Every activity is shown with revenue, expenses and a total profit or loss. This provides the Department with a means of tracking programs and associated financial value.

In addition to the annual report, staff developed a DVD video for all the department's classes, special events and programs. This short video will be shown to City Council Tuesday evening and periodically on the local cable access channel throughout the year.