

City of Manhattan Beach, California

Proclamation

PARKS AND RECREATION MONTH

JULY, 2010

WHEREAS, a research study sponsored by the California Park & Recreation Society (CPRS) asked California citizens and public officials "Why are parks important to you? The research result was used to develop the first-ever brand of the PARKS AND RECREATION profession "Parks Make Life Better"; and

WHEREAS, virtually every California household (98%) reported visiting a park during the past year, and the City of Manhattan Beach Parks and Recreation Department reported 505,785 visits to City Parks and facilities in 2008-2009 with a customer satisfaction rating of 98%; and

WHEREAS, Californians reported parks and recreation make life better now and in the future by providing: access to the serenity and inspiration of nature; outdoor space to play and exercise; facilities for self-directed and organized recreation; positive alternatives for youth which help lower crime and mischief; activities that facilitate social connections; human development; therapy; the arts; and lifelong learning. In short, parks and recreation services make Californians' lives better; and

WHEREAS, the City of Manhattan Beach recognizes the importance of providing first class parks, playgrounds, nature trails, open spaces, special events, classes, recreation programs for all ages, volunteer programs, transportation services, and community and cultural centers that make our community an attractive and desirable place to live, work, play, and visit; and

WHEREAS, the Department of Parks and Recreation believes in its Vision of Creating Community and Quality of Life Through People, Parks and Programs; in accomplishing it's Mission to Strengthen Community Image and Sense of Place; Support Economic Development; Strengthen Safety and Security; Promote Health and Wellness; Foster Human Development; Increase Cultural Unity; Protect Environmental Resources; Facilitate Community Problem Solving; and Provide Recreational Experiences; and

WHEREAS, accomplishing these missions in a professional, courteous and cost-efficient manner, with dedication to ethical standards and responsiveness to changing community needs and priorities.

NOW, THEREFORE, BE IT RESOLVED that I, Mitch Ward, Mayor of the City of Manhattan Beach, California, on behalf of the City Council and the residents do hereby proclaim that "PARKS MAKE LIFE BETTER" and the month of July, 2010 as

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and in doing so, urge all citizens of Manhattan Beach to use and enjoy our parks and recreational opportunities, taking into consideration the beneficial effect to the well being of all.

**Parks
Make
Life
Better!**

Manhattan Beach
Parks and Recreation

City Clerk



Mayor