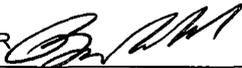


AGENDA ITEM NO. 16
COUNCIL MEETING 1/17/13
APPROVED BY _____

January 17, 2013

DEPARTMENT DIRECTOR _____

CITY MANAGER 

FROM: BRUCE A. RUDD, Interim Director
Parks, After School, Recreation and Community Services Department

BY: IRMA YEPEZ-PEREZ, Grant Writer
KAREN M. NORRIS, Administrative Manager *KN*
Parks, After School, Recreation and Community Services Department

SUBJECT: A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO ADOPTING THE 34th AMENDMENT TO THE ANNUAL APPROPRIATION RESOLUTION NO. 2012-125 APPROPRIATING \$25,000 FROM THE 99 CENTS ONLY STORES FOR THE PARKS, AFTER SCHOOL, RECREATION AND COMMUNITY SERVICES DEPARTMENT'S HEALTHY LIFESTYLE FITNESS PROGRAM

RECOMMENDATIONS

It is recommended that the City Council approve the attached resolution appropriating a \$25,000 donation from the 99 Cents Only Stores to help support the PARCS Department's Healthy Lifestyle Fitness Program.

EXECUTIVE SUMMARY

The 99 Cents Only Stores has donated \$25,000 to the City of Fresno Parks, After School, Recreation and Community Services (PARCS) Department's Healthy Lifestyle Fitness Program. This is an award winning program that has been recognized by the Governor's Council on Physical Fitness and the California Parks and Recreation Society. The program inspires youth to lead a healthy lifestyle through nutrition and physical activity.

BACKGROUND

The 99 Cents Only Stores recognizes the importance of healthy eating to help our underserved community lead a healthier lifestyle. The 99 Cents Only Stores provides affordable fresh quality produce at three store locations in the City of Fresno, and plans to partner with the City of Fresno Healthy Lifestyle Fitness Program to encourage families to eat fresh fruits and vegetables to promote healthier living.

The program addresses the goals of the 99 Cents Only Stores by providing knowledge and information about nutrition through family nutrition workshops, and empowering youth to eat healthy. This is a six week summer camp held at Ted C. Wills Community Center and serves low income at-risk teens that may be challenged by excessive weight and lack of fitness opportunities in their neighborhoods. In 2012 participants had a combined weight loss of 241 pounds. With this donation, PARCS will be able to offer once a month recreational activities at Holmes Playground and provide continuous support throughout the year. The program inspires youth to lead a healthy lifestyle, build self-confidence and a positive self-image. PARCS was recognized in 2010 by the Governor's Council on Physical Fitness and received an Award of Excellence for Best Health and Wellness Program by the California Parks and Recreation Society.

FISCAL IMPACT

There is no fiscal impact to General Fund. The donation will help offset staff, supplies, and program transportation expenses.

Attachment: Award Letter
Resolution-AAR



Save More, Shop Us First...
For Everything!™

November 21, 2012

Mr. Bruce Rudd
Assistant City Manager/Interim PARCS Director
City of Fresno
Parks, After School Recreation, and
Community Services (PARCS) Department
848 M Street, 3rd Floor
Fresno, CA 93721-2760

Dear Mr. Rudd,

99 Cents Only Stores is very excited to present the Parks, After School Recreation, and Community Services (PARCS) Department with a gift of \$25,000 to help you strengthen your organization's mission and further your efforts in the community! We recognize the need to assist PARCS with increasing awareness about the importance of healthy eating and healthy lifestyles in our communities.

We believe that our common efforts surrounding healthy eating are very important to the underserved populations who need access to affordable fresh quality produce. We are proud to partner with you in conveying the message about the importance of eating fresh fruits and vegetables for healthier living.

During the partnership and where feasible we'd like to partner with you as follows:

1. Printing and distribution of co-branded healthy eating flyer
2. PARCS to promote 99 Cents Only Stores as healthy eating source within your organization's communications (i.e., website, email blast, newsletters, etc.)
3. Option for 99 Cents Only Stores to participate in community events during the duration of the partnership

We are excited about helping you supplement your current efforts and commend you for being an outstanding resource for our communities.

If you should have any questions I can be reached at (213) 761-0149.

Sincerely,

A handwritten signature in black ink that reads 'Ana L. Gámez'.

Ana L. Gámez
Manager, New Business Development
Direct: (323) 881-1247 | Cell: (213) 761-0149 | E-Fax: (323) 307-9647

cc: Irma Yopez-Perez

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RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO
ADOPTING THE 34th AMENDMENT TO THE ANNUAL APPROPRIATION
RESOLUTION NO. 2012-125 APPROPRIATING \$25,000 FROM THE 99
CENTS ONLY STORES FOR THE PARKS, AFTER SCHOOL,
RECREATION AND COMMUNITY SERVICES DEPARTMENT'S HEALTHY
LIFESTYLE FITNESS PROGRAM

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT PART III of the Annual Appropriation Resolution No. 2012-125 be and is hereby amended
as follows:

	<u>Increase/(Decrease)</u>
TO: PARKS, AFTER SCHOOL, RECREATION & COMMUNITY SERVICES DEPARTMENT Parks Fitness Program	\$ 25,000

THAT account titles and numbers requiring adjustment by this Resolution are as follows:

Parks Fitness Program

Revenues:

Account: 39009 Donations	\$ 25,000
Fund: 22087	
Org Unit: 170307	

Total Revenues	<u>\$ 25,000</u>
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Appropriations:

Account: 51201 Non-Permanent Salaries	\$ 18,600
51202 Non-Permanent Fringe	1,400
56120 Athletic & Recreation	<u>5,000</u>
Fund: 22087	
Org Unit: 170307	

Total Appropriations	<u>\$ 25,000</u>
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THAT the purpose is to appropriate \$25,000 in the Parks, After School, Recreation and
Community Services Department from the 99 Cents Only Stores for the Healthy Lifestyle Fitness
Program.

Date Adopted:
Date Approved:
Effective Date:

Resolution No.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA }
COUNTY OF FRESNO } ss.
CITY OF FRESNO }

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the _____ Day of _____, 2013

AYES:
NOES:
ABSENT:
ABSTAIN:

Mayor Approval: _____, 2013
Mayor Approval/No Return: _____, 2013
Mayor Veto: _____, 2013
Council Override Veto: _____, 2013

YVONNE SPENCE, CMC
City Clerk

Date Adopted:
Date Approved:
Effective Date:

Resolution No.