



Board Agenda Item 8.1

DATE: April 17, 2018

TO: Board of Supervisors

SUBMITTED BY: Sal Quintero, Chairperson, District 3, County of Fresno

SUBJECT: Fresno Grizzlies Community Fund County Sponsored Programs

RECOMMENDED ACTION(S):

Review and provide direction to staff regarding the Fresno Grizzlies Community Fund, to perform community outreach services to Foster Youth and Elementary School Children throughout the County of Fresno based on the approval of County of Fresno Administrative Policy Number 76; and

- 1. Authorize the County Administrative Officer to provide a grant agreement with the Fresno Grizzlies Community Fund, to perform services for the foster youth HOMEBASE program, and for the elementary school children Parkers Posse program effective May 1, 2018, using funds identified from, Org. 2540, Interest and Miscellaneous Expenditures, Account 7295 Professional & Specialized Services. Delegate authority of the agreement to the department(s) that would be charged with administration of these programs, as outlined in Administrative Policy Number 76.**
- 2. Authorize the County Administrative Officer to provide funding for these two Grizzlies Community Fund Programs in the County of Fresno annual budget under Org. 2540, Interest and Miscellaneous Expenditures, Account 7295 Professional & Specialized Services, each year commencing with the FY 2018-19 for a total not to exceed \$50,000 annually**

ALTERNATIVE ACTION(S):

1. The Board could choose to amend the action item(s)
2. The Board could choose not to approve one or both of the Action item(s)

FISCAL IMPACT:

There is no increase in Net County Cost associated with the Recommended Action number 1. The County Administrative Officer has identified that the funding would be provided from Org. 2540, Interest and Miscellaneous Expenditures, Account 7295 Professional & Specialized Services. There are sufficient funds available to provide funding for Recommended Action 1, during the current FY 2017-18. There will be a Net County Cost of \$50,000 for recommended action number 2, as this expenditure would have to be approved as part of Org. 2540, Interest and Miscellaneous Expenditures during the FY 2018-19 Fiscal Budget process.

DISCUSSION:

This item was previously brought before the Board at the March 20, 2018 meeting. The motion to approve these programs was amended to have staff bring back a policy for donations to non-governmental organizations at the April 17th, 2018 Board meeting. Additionally staff was directed to analyze and provide options for the Board to consider implementing a process to determine which county departments should be involved in the planning or administering such partnerships between the county and non-governmental organizations and specifically, which county departments should be involved in the planning or administration of the two proposed programs.

If Administrative Policy Number 76 is approved and it has been clarified that the Department of Social Services, and that the Sheriff's Department should be involved in the planning and/or administering of the HOMEBASE and Parkers Posse Programs, we would ask the Board to consider these programs for approval.

Previously the Director of Social Services had voiced concerns over privacy with the HOMEBASE Program and the Sheriff voiced full support for the Parkers Posse program. We met with the Director of Social Service to discuss his concerns and provided the program package that displayed that at no time would there be any risk of violating privacy rules and regulations. The Director of Social Services supports this program.

The Fresno Grizzlies were created in a relocation of a Triple "A" Baseball Team from Arizona in 1998. The City of Fresno collaborated with the Fresno Grizzlies in 2000 by approving a \$46 million dollar 12,500-seat stadium in downtown Fresno, where the first game was played on May 1, 2002. The County of Fresno benefits through the national exposure, job creation & retention, the economic impact and the outreach programs the Grizzlies provide through their Grizzlies Community Fund (GCF). The facility, now known as Chukchansi Park and the Fresno Grizzlies organization serve as an anchor for Downtown Fresno and a facility open for use free of charge to non-profit and educational organizations, under the new ownership. By providing direct collaboration with the Grizzlies, the County of Fresno will help to extend the GCF message throughout more of the county and provide an avenue to those who may not otherwise be able to attend an event and gain a valuable experience. The GCF is a 501(c) (3) non-profit organization that was introduced in 2004 in order to spearhead efforts to assist, reward and support worthwhile causes throughout the County of Fresno and the Central San Joaquin Valley. Not only do the Grizzlies provide great baseball entertainment, jobs to the citizens and an economic impact to Fresno County, they also reach out to our communities and areas within the County through their programs. The GCF works with outside organizations as well as managing its own community programs to serve its overall mission. The GCF has established several of its own outreach programs, including Wild About Reading, Swing For Kids, and Junior Grizzlies Baseball League. With support from the County of Fresno the new HOMEBASE and Parker's Posse programs would provide the opportunity for additional outreach services by the Grizzlies to our County youth within the Foster Care system and Elementary School Children in rural and unincorporated areas within the County Sheriff's jurisdiction.

In collaboration with our strong agricultural base in the County of Fresno, the Grizzlies publish the Farm Grown Magazine that reaches over 102,000 students from 107 Central Valley Schools, through the Grizzlies Wild About Reading program. The Farm Grown Magazine helps students learn about agriculture and healthy lifestyles. The new HOMEBASE and Parker's Posse programs would be featured in the magazine as well.

In 2017, the GCF supported over 500 community and non-profit groups by donating over \$250,000 in tickets and memorabilia.

The County collaboration would provide two programs that will be added to the GCF line up:

1. The HOMEBASE Program; The goal of the program is to partner with Foster Care Organizations and Care Providers in Fresno County to create incredible and valuable memories during a game at

Chukchansi Park. There are thousands of children in the Foster Care system in Fresno County. Many of these children have been removed from their homes due to abuse and neglect.

Through HOMEBASE, we will allow these children and their care providers to enjoy America's pastime together. Foster care organizations will receive an invitation to choose from select games and attend free of charge. Every person in the group will be provided with a free meal and a Grizzlies group hat. The participating organizations will also get the opportunity to have an informational booth at a Grizzlies home game to promote their cause and raise awareness to the community.

There will be many in-game opportunities for the children to participate with Parker and the Grizzlies promotional team including first pitch, in-game contests and honoring Play Ball Kid. The GCF will work through the Department of Social Services to assure an appropriate allocation of tickets to the various foster care organizations and care providers, and to assure all legal privacy rules are followed. The Grizzlies would commit to annually to a number of attendees depending on the available funding identified.

2. The Parker's Posse program will begin with Sheriff Mims deputizing Parker as an honorary Sheriff. After Parker is officially sworn in: selected members of the County's Sheriff Department, within each of the five Supervisorial Districts will be chosen as members of Parker's Posse. Baseball Cards of Sheriff Mims will be created by the Grizzlies Marketing Department. The cards will feature the image of the Sheriff, a bio, and special message from her to the kids of Growlifornia.

The Sheriff Deputies will visit selected elementary schools within the rural and unincorporated areas of each of the 5 Supervisorial Districts. This will provide the opportunity for the Sheriff Deputy visiting the school to bond and build relationships with the students while announcing the donation of the tickets to the school.

Children who present a Sheriff Mims card at the Grizzlies box office will receive two free Fresno Grizzlies home game tickets for the 2018 season. Once inside the ballpark the card/ticket will be redeemable for e Parker's Posse Badge available at the Courtesy Booth. This badge will provide the child a discount on select concessions items and Grizzlies team store merchandise along with lots of high-fives from staff around the ballpark. Participants will be invited to an End of the Season: Parker Posse Picnic with Sheriff's Officers at Chukchansi Park. The number of attendees will be dependent on the amount of available funding identified.

ATTACHMENTS INCLUDED AND/OR ON FILE:

Homebase Program Presentation

Parker's Posse Presentation