

PRC Meeting

June 5, 2025

Presentations

Item #1

Parks and Recreation  
Department Marketing and  
Communications

# Parks and Recreation Department Marketing and Communications

June 5, 2025



**CITY OF  
CUPERTINO**

Branton Curt

# Recreation Schedule



Mail 23,000

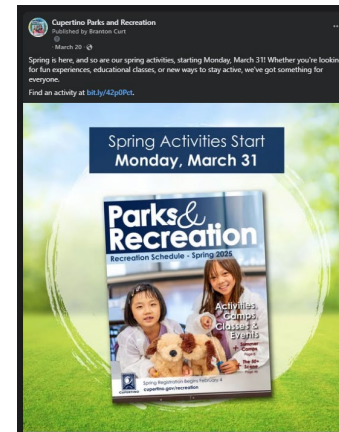


Digital 30,000

3,200 clicks

6 minutes

600 downloads



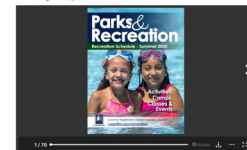
Register for programs and activities at [cupertino.org/recreation](https://cupertino.org/recreation)

## Summer Recreation Schedule

### Registration Begins

- Residents: Tuesday, April 9 at 8 a.m.
- Non-residents: Tuesday, April 9 at 8 a.m.

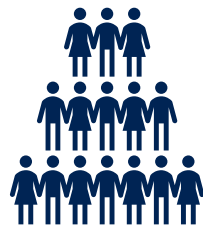
Activities Begin Wednesday, June 2



# Display Marketing



# Social Media



134,000



2,100  
likes, shares,  
comments



8,300  
link clicks



486  
new followers



# Email Marketing and Outreach



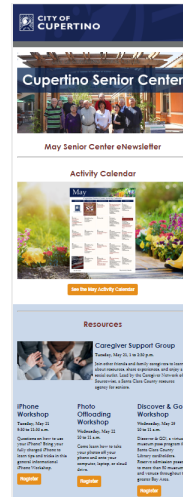
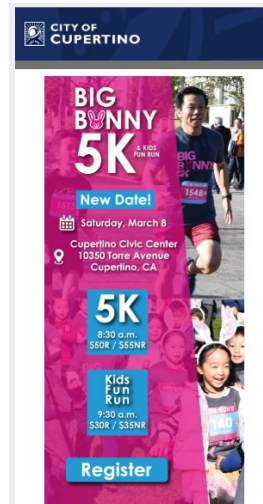
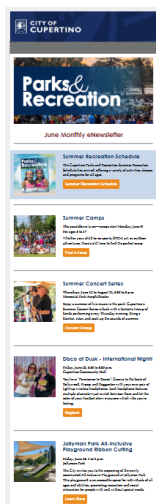
**85%**  
engagement rate



**2,000**  
new subscribers




**120**  
emails in 2024




[Home](#) / [Parks & Recreation](#)


## Parks & Recreation




**Summer Recreation Schedule**




**Activities**




**Events**




**Parks and Facilities**




**Sports Center**




**Senior Center**




**McClintock Ranch Preserve**



**Aquatics and Golf**



**Community Resources**



**Public Safety**


**Contact Us**

**Phone**  
 (408) 777-2100

**Email**  
[recreation@cupertino.gov](mailto:recreation@cupertino.gov)


**Website**  
[Parks & Recreation](#)

**Summer Recreation Schedule**



*Updated by 05/06/2018 Available for Print*

**Summer Site Scene**




*Updated by 05/06/2018 Available for Print*

**Monthly eNewsletter**

[Sign Up](#)

**Follow Cupertino Parks and Recreation on Facebook**




**Parks and Recreation News**


**May eNewsletter**

Cupertino Parks and Recreation's May newsletter features summer programs, fun events like Teen Movie Night, and the Live Well Age Well Health Expo.

[View Newsletter](#)




**The Live Well Age Well Health Expo is Friday, May 9**

 [Facebook on May 09, 2018](#)

Cupertino Parks & Recreation's Live Well Age Well Health Expo is an engaging event that includes a fitness center, a fun family game night, and more. We have resources, interactive activities, and community connection.

[Register at Central Valley Health & Wellness](#)



# Repeat Customers



“Happy customers are our  
best marketing allies”



# **Parks and Recreation Department Marketing and Communications**

Thank you



**CUPERTINO**

PRC Meeting

June 5, 2025

Presentations

Staff and Commission  
Reports

# Liaison's Update

## Parks and Recreation Commission

June 5, 2025



CUPERTINO

# City Council Updates

## Fiscal Year 2025-2026 Community Funding

- At the June 3, 2025 City Council meeting, Council approved Community Funding Grants for the following organizations, allocating a total of **\$35,500**:
  - No Time to Waste – \$5,000
  - ElderAid – \$5,000
  - Active Circle – \$2,000
  - Special Olympics Northern California – \$5,000
  - AINAK – \$ 4,000
  - Cupertino Symphonic Band – \$3,000
  - Remember the ToothFair – \$1,000
  - Friends of Deer Hollow Farm – \$2,000
  - iTalented – \$900
  - Via Rehabilitation Services – \$1,000
  - Rotary Club of Cupertino – \$1,600
  - West Valley Community Services – \$2,000
  - **Asian American Parents Association – \$3,000**

# Project Updates

## Jollyman All-Inclusive Playground Ribbon-Cutting

- Friday, June 13
- 1 to 2 p.m.
- Jollyman Park





# Commemorative Bench Dedication

## Rules and Regulations

- The Department of Public Works will accept donations for benches that commemorate or recognize a person provided that all provisions of the policy are met.
- The Director of Public Works shall establish a procedure for applying for placement of a commemorative bench and has the authority to approve or deny any bench donation.
- The City will only accept bench donations that commemorate, memorialize, or recognize an individual or family by name who has a direct connection to the City of Cupertino. No organizations or groups will be considered.
- Only one bench shall be dedicated to any single person or family, unless there is a compelling reason for additional dedications as shall be determined by the Director of Public Works.

# Commemorative Bench Dedication

## Fee

- The fee for the installation and maintenance of a memorial bench shall be **\$5,000** for a **term of ten years**. The fee includes the cost of the concrete bench footing or concrete pad, procurement and installation of the bench and plaque, and 10-year sponsorship of the donated bench and plaque. An additional ten-year term can be acquired for a renewal fee of **\$2,500** at the **expiration of the first ten-year agreement**.
- Costs will adjust every five years to align with the Consumer Price Index (CPI) as determined by the Director of Public Works.

# Commemorative Bench Dedication

## Approval Process


- The applicant must submit an application to the City's Public Works Department.
- The applicant and City staff shall meet at the site to determine the appropriate location of the bench.
- The Director of Public Works will review and approve or deny the proposed bench location and plaque.
- The City staff will order the bench and plaque and perform the installation.
- Questions? Email: **public\_works@cupertino.gov**

# Parks and Recreation Facilities

## Blackberry Farm Open for the Season

- [cupertino.gov/bbfcalendar](https://cupertino.gov/bbfcalendar)

# June



**GUIDE**

**Lap Swim**  
May 24 to August 31  
Saturday and Sunday  
9 to 9:45 a.m.

**June 24 to August 18**  
Tuesday through Friday  
8 to 11:45 a.m.,  
6:15 to 7:45 p.m.

**Recreational Swim**  
May 24 to June 22\*  
Saturday and Sunday  
10 a.m. to 6 p.m.


**June 24 to August 17**  
Tuesday through Friday  
Noon to 6 p.m.\*\*  
Saturday and Sunday  
10 a.m. to 6 p.m.

**August 23 to September 1\***  
Saturday and Sunday  
10 a.m. to 6 p.m.

**Picnic Site Rentals**  
10 a.m. to 7 p.m.

**May 3 to 31\***  
Saturday and Sunday  
June 1 to August 17  
Tuesday through Sunday  
August 23 to September 28\*  
Saturday and Sunday

\* Open Memorial Day and Labor Day Holidays  
\*\* 1 pool only: Noon to 7 p.m. and 5 to 6 p.m.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	2	3	4	5	6	7 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
8 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	9	10 Picnic Site Rentals	11	12	13	14 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
15 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	16	17 Picnic Site Rentals	18	19 June 19th Holiday Closed	20 Picnic Site Rentals	21 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
22 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	23	24 Lap Swim 8 to 11:45 a.m. and 6:15 to 7:45 p.m. Rec Swim Noon to 6 p.m. Picnic Site Rentals	25	26	27	28 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
29 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	30					

**Important Dates:**  
Tuesday, June 3:  
Thursday, June 19:  
Tuesday, June 24:

Picnic Sites - Extended dates start  
June 19th - Blackberry Farm closed  
Recreational Swim and Lap Swim -  
Extended dates start

21979 San Fernando Avenue, Cupertino, CA 95014  
Blackberry Farm Calendar 2025

# Parks and Recreation Events

## Summer Concert Series

- Thursdays
- June 12 to August 21
- 6:30 to 8 p.m.
- Memorial Park Amphitheater





# Parks and Recreation Events

## Disco at Dusk – International Night!

- Friday, June 20
- 6:30 to 8:30 p.m.
- Community Hall
- Register at [reg4rec.org](https://reg4rec.org)



# Parks and Recreation Events

## Fourth of July Celebration

- **Pancake Breakfast**
  - 8 a.m. to 11 a.m. at Quinlan Community Center
- **Flag Raising and Children's Parade**
  - 10 a.m. at Veteran's Memorial in Memorial Park
- **Concert – The Billy Martini Show**
  - 10:30 a.m. to Noon at Memorial Park Amphitheater

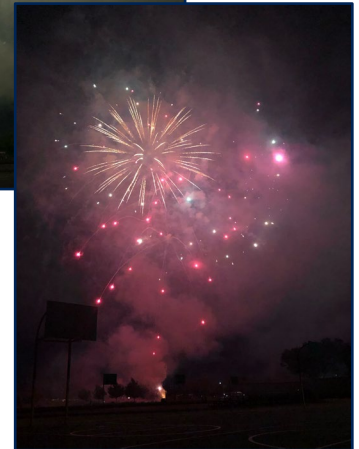
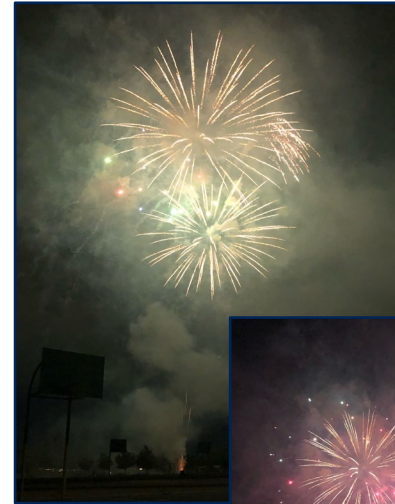


# Parks and Recreation Events

## Fourth of July Celebration Evening Fireworks

### Viewing Sites

- Creekside Park
- Sedgwick Elementary
- Miller Avenue
- **[cupertino.gov/july4](https://cupertino.gov/july4)**



# Parks and Recreation Events

## Cupertino Campout

- Saturday, July 19 to Sunday, July 20
- 4 p.m. to 10 a.m.
- Creekside Park
- For more information visit **[cupertino.gov/campout](https://cupertino.gov/campout)**



# Parks and Recreation Events

## Shakespeare in the Park

- July 19, 20, 26, 27 and August 2, 3
- Memorial Park Amphitheater
- 6 to 7:30 p.m.





# Parks and Recreation Events

## Movies in the Park

- Fridays
- August 8 to August 29
- 8 p.m.
- Creekside Park
- Movie Lineup
  - The Princess and the Frog
  - Wicked
  - Rumble
  - Wonder Woman



# Reminders and Updates

## Parks and Recreation Summer 2025 Recreation Guide

- Summer Camps start June 9
- **[cupertino.gov/recschedule](https://cupertino.gov/recschedule)**

## City Offices and Facilities Closed

- Thursday, June 19 in observance of Juneteenth
  - *Normal Operating Hours – BBF Golf Course & Sports Center*

## Next Regular Parks and Recreation Commission Meeting

- Thursday, August 7 at 7 p.m. (July 3 Canceled)

