

PRC Meeting

June 5, 2025

Presentations

Item #1

Parks and Recreation
Department Marketing and
Communications

Parks and Recreation Department Marketing and Communications

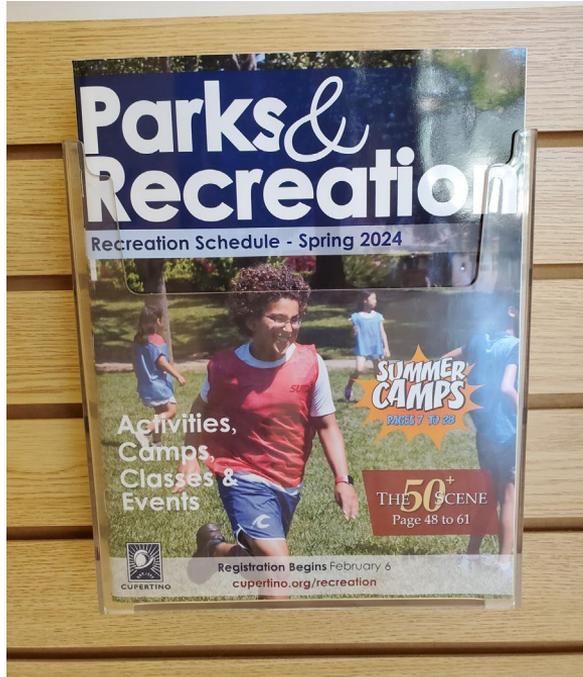
June 5, 2025



**CITY OF
CUPERTINO**

Branton Curt

Recreation Schedule



Mail 23,000

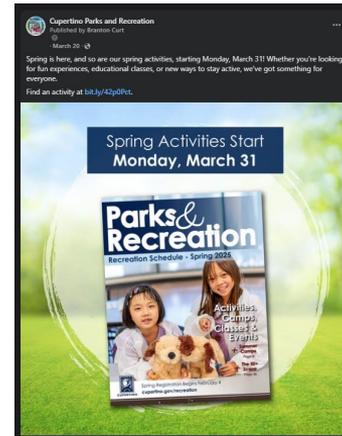


Digital 30,000

3,200 clicks

6 minutes

600 downloads



Register for programs and activities at cupertino.org/recreation

Summer Recreation Schedule

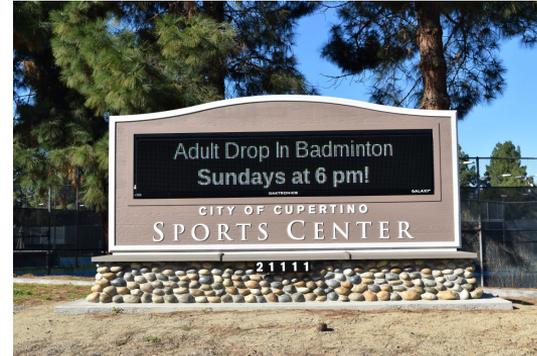
Registration Begins

- Register: Tuesday, April 9 at 9 a.m.
- Non-registered: Tuesday, April 11 at 9 a.m.

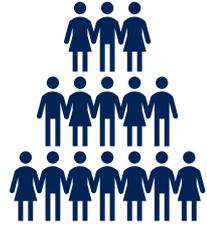
Activities Begin: Monday, June 2



Display Marketing



Social Media



134,000



2,100
likes, shares,
comments



8,300
link clicks



486
new followers

Email Marketing and Outreach



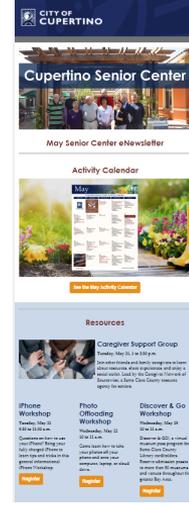
85%
engagement rate



2,000
new subscribers



120
emails in 2024



cupertino.gov/recreation

Home / Parks & Recreation

Parks & Recreation

Contact Us

Phone: (408) 777-2122
Email: recreation@cupertino.gov
Website: Parks & Recreation

Summer Recreation Schedule

Activities | Events | Parks and Facilities

Sports Center | Senior Center | McClellan Ranch Preserve

Aquatics and Golf | Community Resources | Public Safety

Parks and Recreation News

May eNewsletter

Follow Cupertino Parks and Recreation on Facebook

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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			5	6	7
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28

Upcoming Events

Environmental Education Center Open House

24 May 2023

McClellan Ranch Preserve, 22222 McClellan Road, 95014

2 more dates

Tagged as: Kids & Family

Boar Blacksmith Shop Demonstration

31 May 2023

Search Events

By Phrase or Keyword

By Date

By Category

McClellan Ranch Preserve

Environmental Education Center (EEC)

Boar's Blacksmith Shop

Facility Snapshot

Address and Hours

Parks and Facilities

Indoor Facilities

Park Area Rentals

Athletic Fields and Courts

Dog Parks

Community Gardens

Recreation Fees

Sports Center

Facility Snapshot

Become a Partner

Legions

Lifetime Activities

Address and Hours

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



City Council Updates

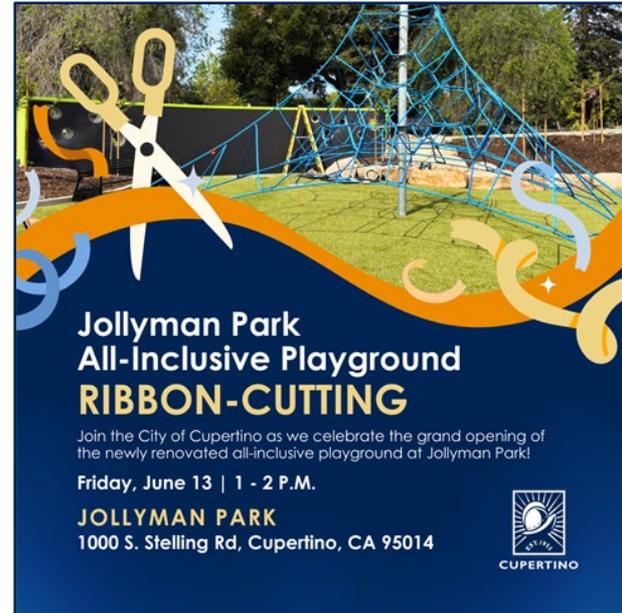
Fiscal Year 2025-2026 Community Funding

- 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 ToothFairy – \$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



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.**

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 31 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 1 p.m., and 5 to 6 p.m.

Blackberry Farm						
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 Juneteenth Holiday Closed	20	21 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals
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 Juneteenth - 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



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



Parks and Recreation Events

Cupertino Campout

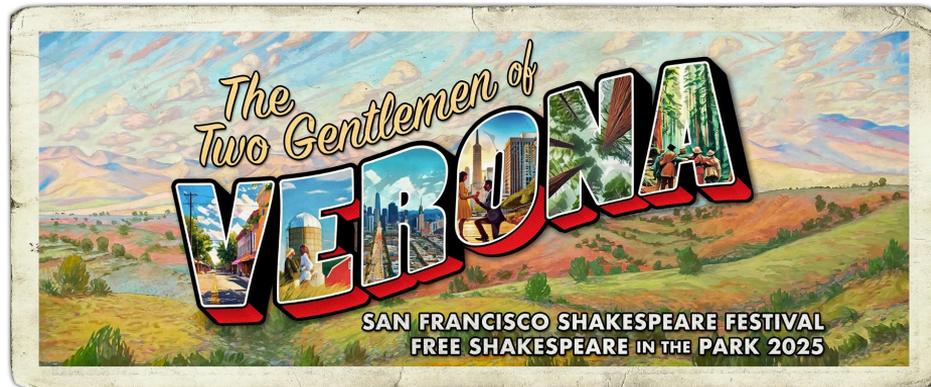
- Saturday, July 19 to Sunday, July 20
- 4 p.m. to 10 a.m.
- Creekside Park
- For more information visit cupertino.gov/campout



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

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)

