



## PARKS AND RECREATION DEPARTMENT

QUINLAN COMMUNITY CENTER  
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5732  
TELEPHONE: (408) 777-3120 • FAX: (408) 777-1305  
CUPERTINO.ORG

### PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting: May 14, 2020

#### Subject

Examination of Year-Round Special Events Offered by the City.

#### Recommended Action

Receive Report

#### Discussion

The Cupertino Parks and Recreation Department began a robust Neighborhood Events Program in the summer of 2018 with the goal of providing diverse events throughout the Cupertino community with the main objective of providing offerings at various neighborhood locations that encouraged walkability and increase in community engagement within the various neighborhoods throughout the community. Prior to this, most events had been held at Memorial Park. The Neighborhood Events program was quite successful, however, was promoted separately from other department summer events: *Summer Concert Series*, *Cinema at Sundown* and *Shakespeare in the Park*. Since all of these community events were sponsored by the Cupertino Parks and Recreation Department, it was recommended through program evaluations that all of the events be marketed together to avoid confusion amongst the public. In summer 2019, these events were all combined under one unifying title: "Summer Events". For planning purposes, the staff maintains an internal document that serves as the year-round schedule which is helpful to avoid multiple events in the community on the same date. The calendar incorporates all the summer events as well events offered throughout the year. The events that are included in the calendar are those that are open to the general public and are either free or may require pre-registration. Events that are targeted to specific program participants and/or have limited space availability are not included in the special event calendar. (I.e.: some senior and preschool events)

At the January and February 2020 commission meetings, while the commission was developing the FY 20-21 work plan, *Summer Events* was a priority item that emerged to the top of the list for the upcoming Commission Work Program. During discussions, there was a suggestion to expand the "summer events" to year-round event offerings. As a result, staff felt it was important to share the current year round offerings to the Commission in an effort to demonstrate the already expanded offerings provided by the

department— the commitment to diversity is highlighted through over 100 various events at twenty locations throughout the city while attracting people of all age groups and cultural backgrounds. The attached charts and map identify the various locations, events and months of the many community events.

Sustainability Impact

No sustainability impact.

Fiscal Impact

No fiscal impact.

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Prepared by: Christine Hanel, Assistant Director

Reviewed by: Randy Schwartz, Interim Director

Approved for Submission by: Randy Schwartz, Interim Director

Attachments:

A – Chart of Events Offered and Locations

B – Map of Cupertino With Facility Locations