

STAFF REPORT



ITEM NO. 22

CITY OF OCEANSIDE

DATE: July 12, 2006

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: APPROVAL OF THE EL CORAZON SENIOR CENTER TILE FUNDRAISER CAMPAIGN

SYNOPSIS

Staff recommends approval of the El Corazon Senior Center Tile Fundraiser Campaign.

BACKGROUND

In Spring 2005, a community member, Mr. Jimmy Knott III, requested that the Senior Commission form an ad hoc committee to organize a fundraiser to support the purchase of furnishings and equipment for the El Corazon Senior Center. In June 2005, a committee was formed consisting of four Senior Commissioners, one Parks and Recreation Commissioner, and one community member to create a fundraiser plan.

ANALYSIS

The committee held meetings to determine what type of fundraiser to organize. Sample fundraiser packages from various vendors were obtained and reviewed and staff met with YMCA officials to discuss YMCA fundraising experiences. Additionally, the contracted architects from Roesling, Nakamura, and Terrada, Inc., provided a recommendation that worked with materials to be used in the design of the facility. This option impressed the committee and also made economical sense for a fundraiser as the tile design is included in the plans and will also be included in the construction costs.

The final plans recommended by the committee are for a glass tile fundraiser as illustrated in Attachment I. The glass tiles will come in an assortment of colors chosen by the committee in sizes of 4 x 8 and 8 x 8 inches. The prices are set at \$75 and \$150, respectively, and charged to the donor. Additionally, an individual or company that desires to make a major donation of \$500 or more will receive an 8 x 8 inch golden tile. All donors may have the tiles engraved. All engravings will be in the same size, color and style of font to keep unison within the wall.

The committee desires to launch the Tile Fundraiser Campaign at the groundbreaking ceremonies for the facility in Fall of 2006 with a minimum goal of \$75,000. The fundraiser will continue as long as blank tiles are available.

FISCAL IMPACT

There is no fiscal impact to the General Fund. The funds raised through this campaign will contribute to the purchase of equipment for the El Corazon Senior Center and any remaining funds will remain in an account to assist seniors in program participation. A revenue account has been established for the donations as well as expenditure accounts for the purchase of equipment.

The tile costs will range from \$5 to \$12 with an additional \$15 cost for engraving. Materials, engraving and installation of the tile walls will be included as part of the construction contract for the El Corazon Senior Center. The net revenue per tile will range from \$30 to \$120 for the standard tiles. Major donors purchasing a tile at \$500 or more will create revenues at a minimum of \$450 per tile.

COMMITTEE REPORT

The Senior Commission and the Parks and Recreation Commission unanimously approved the Tile Fundraiser Campaign at its regularly scheduled meetings on February 14, 2006, and March 9, 2006.

CITY ATTORNEY'S ANALYSIS

City Attorney analysis does not apply.

RECOMMENDATION

Staff recommends that the City Council approve the El Corazon Senior Center Tile Fundraiser Campaign.

PREPARED BY:

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SUBMITTED BY:

Barry E. Martin
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Interim City Manager

REVIEWED BY:

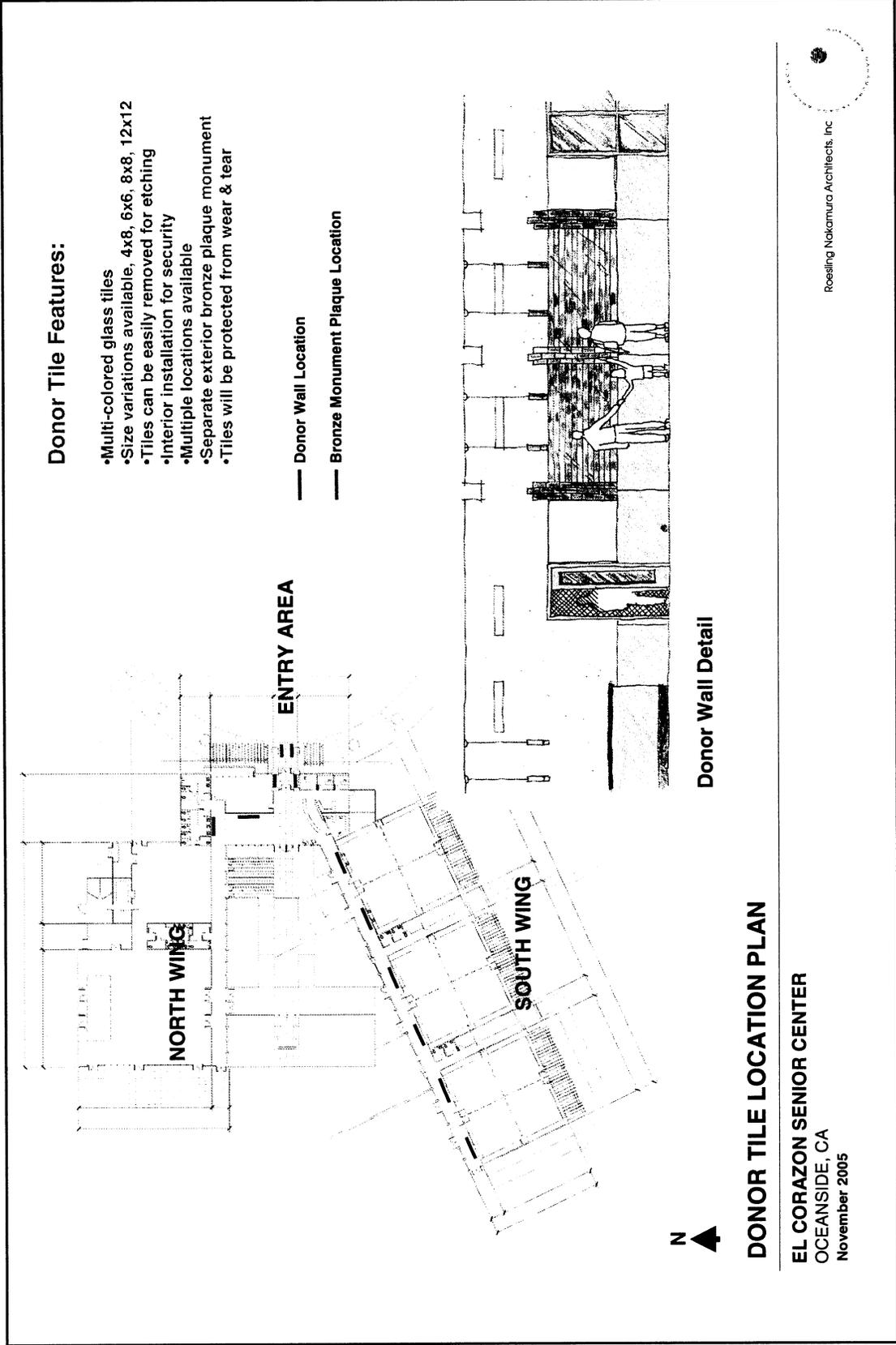
Michelle Skaggs-Lawrence, Assistant to City Manager

Margery Pierce, Neighborhood Services Director

Nita McKay, Financial Services Director

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Attachments: Tile Wall Illustration



Donor Tile Features:

- Multi-colored glass tiles
- Size variations available, 4x8, 6x6, 8x8, 12x12
- Tiles can be easily removed for etching
- Interior installation for security
- Multiple locations available
- Separate exterior bronze plaque monument
- Tiles will be protected from wear & tear

- Donor Wall Location
- Bronze Monument Plaque Location



Donor Wall Detail

DONOR TILE LOCATION PLAN

EL CORAZON SENIOR CENTER
 OCEANSIDE, CA
 November 2005



Roelsing Nakamura Architects, Inc.