



Legislation Text

File #: 20-385, **Version:** 1

Report Prepared by: Jennifer Arellano, Recreation Supervisor, Parks and Recreation

SUBJECT: Measure Y Fund Allocation in the Amount of \$206,525 for Recreation Programming and Park, Zoo, and Youth Center Upgrades

REPORT IN BRIEF

Considers recommending how to disburse available Measure Y funds for various park, Zoo, and youth center maintenance and upgrades, one-time events, and new recreation programs.

RECOMMENDATION

Recreation & Parks Commission - Adopt a motion approving a recommendation to City Council for the allocation of Measure Y funds in the amount of \$206,525 for the proposed park, Zoo, and youth center maintenance projects, one-time events, and new recreation programming.

ALTERNATIVES

1. Approve, as recommended by staff; or,
2. Approve, subject to other than recommended by staff (identify specific finding and/or conditions amended to be addressed in the motion); or,
3. Deny; or,
4. Refer to staff for reconsideration of specific items (specific items to be addressed in the motion); or,
5. Continue to a future meeting (date and time to be specified in the motion).

DISCUSSION

On June 5th, 2018 voters passed Measure Y, a cannabis business tax to maintain and improve Merced's police, fire, and parks and recreation services. Measure Y provides a source of independent, locally-controlled revenue from the cannabis industry to improve these city resources. Revenue is broken down by the following: 20% for Police, 20% for Fire, and 20% for Parks and Recreation. The remaining 40% is discretionary to the City Council among Police, Fire, and/or Parks and Recreation.

At the City Council meeting on June 15, 2020 many community members expressed a strong desire to see more youth programming with the Measure Y funding. As a result, the City Council shifted the 40% discretionary spending into Parks and Recreation. The budget for Measure Y money in the Parks and Recreation Department must be approved by City Council.

At this time, there is \$206,525 available to be disbursed. Staff recommends one-time events that can safely be done during the Coronavirus pandemic, such as drive-in movies and other drive-thru events, and park and facility maintenance and upgrade projects.

ATTACHMENTS

1. Community Surveys and Feedback
2. Measure Y Full Text
3. Proposed Measure Y Budget
4. McNamara Concept Site Design
5. McNamara Playground Quote