

APPROVED
APR 23 2014
BOARD OF RECREATION
AND PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 14-101

DATE April 23, 2014

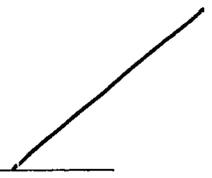
C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: NATIONAL RECREATION AND PARK ASSOCIATION COCA-COLA TROOPS FOR FITNESS PROGRAM GRANT – ACCEPTANCE OF GRANT FUNDS

R. Adams _____	*V. Israel <u></u>
R. Barajas _____	K. Regan _____
H. Fujita _____	N. Williams _____


General Manager

Approved  Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Authorize the Department of Recreation and Parks' (RAP) General Manager to accept and receive the National Recreation and Park Association (NRPA) Coca-Cola Troops For Fitness Program grant in an approximate amount of \$192,500.00, subject to the approval of the Mayor and City Council;
2. Designate RAP's General Manager, Executive Officer, or Assistant General Manager as the agent to conduct all negotiations, execute and submit all documents, including, but not limited to applications, agreements, amendments, and payment requests, which may be necessary for the administration of the Coca-Cola Troops For Fitness Program;
3. Authorize RAP's Chief Accounting Employee to establish the necessary account and/or to appropriate funding received within "Recreation and Parks Grant" Fund 205 to accept the NRPA grant in an approximate amount of \$192,500.00 for the Coca-Cola Troops For Fitness Program; and
4. Direct staff to transmit a copy of the grant award to the Mayor, Office of the City Administrative Officer (CAO), Office of the Chief Legislative Analyst (CLA) and to the City Clerk for committee and City Council approval before accepting and receiving the grant award, pursuant to Los Angeles Administrative Code Section 14.6 et seq. as may be amended.

REPORT OF GENERAL MANAGER

PG. 2

NO. 14-101

SUMMARY:

In March 2014, the National Recreation and Parks Association (NRPA), a Virginia-based not-for-profit 501(c)3 organization, notified the Department of Recreation and Parks (RAP) that the City of Los Angeles had been selected to receive a Coca-Cola Troops For Fitness Program Grant from The Coca-Cola Foundation. The Coca-Cola Foundation, the philanthropic branch of The Coca-Cola Company, supports projects and programs, like the Troops For Fitness Program, that are most important to local communities around the world.

In collaboration with NRPA, The Coca-Cola Foundation has awarded the Troops For Fitness Program Grant to other major cities, including Atlanta, GA, Chicago, IL, Miami, FL, and Sacramento, CA, which have already implemented the program. The Troops For Fitness Program is designed to put military veterans back to work while getting people healthy through physical activity and nutritional education programs. The program requires utilizing military veterans as instructors for classes that can range from exercise to cooking, with the grant funds intended to subsidize the cost of the classes to the public.

The Coca-Cola Troops For Fitness Program is a three (3) year program that would be administered by RAP from approximately July 1, 2014, through June 30, 2017. RAP's goal is to hire at least 18 military veterans on a part-time basis as instructors to teach fitness and nutrition classes to primarily adults and seniors at RAP facilities. Over the three-year period, RAP expects to engage approximately 3,450 participants. As they begin the program, the military veterans will be paid using grant funds to conduct their classes. By the end of the third year of the program, all the military veterans will be expected to have developed a sufficient clientele to become self-sustaining through fees generated from the classes that they teach. Throughout the program period, grant funds will also be used to market and support outreach efforts for the program.

FISCAL IMPACT STATEMENT:

This grant does not require a match and program expenses will be paid for with the grant. Therefore, there is no anticipated impact to RAP's General Fund.

This report was prepared by Isophine Atkinson, Senior Management Analyst, Grants Administration.