

Sustainable Parks and Recreation Enterprise





Mission and History

Unique Non-Profit Business Plan

Main Sources of Funding

Successful Public/Private Partnership

Facilities at Girsh Park

Programs and Events Enterprise

Operational Fundraising

Current Project: Girsh Hochman Soccer Field Lighting

Goleta Parks Masterplan

Girsh Park Facility Masterplan





Our Mission

It is our mission to develop, maintain and enhance Lester A. Viola S. Girsh Park to provide all community members with affordable, high quality park and recreational facilities in a safe, attractive and healthy environment.

Served the community for 20 years and was recently named Non-Profit of the year in 2019.

Common Misconception: Girsh Park is a City or County Park.

We are a cooperative community effort that is owned and operated by The Foundation for Girsh Park a 501(c)(3) nonprofit foundation.

We are a regional private park for public use serving the Goleta Community and our local neighborhood with 500,000 visits annually.



About Me

Ryan Harrington, Girsh Park Executive Director for nearly 14 years

BA Sociology UCSB

Masters of Public Administration, Cal State Northridge

19 Years in the Parks and Recreation Field

16 Years of Non-Profit Experience

*Background in Recreation Programs; such as youth after-school sports and enrichment programs, summer camps, and adult sports programs for
City of Santa Barbara Parks and Recreation and Elings Park Foundation 2000-2006*

Managed both public and private sector Park facilities with a focus on athletic fields.

Extensive experience in Festival and large community events with all three entities

Serves as the Development Director of Girsh Park including all operational fundraising and capital campaigns.

Manages all aspects of the Girsh Park Facility and operations



Girsh Park History

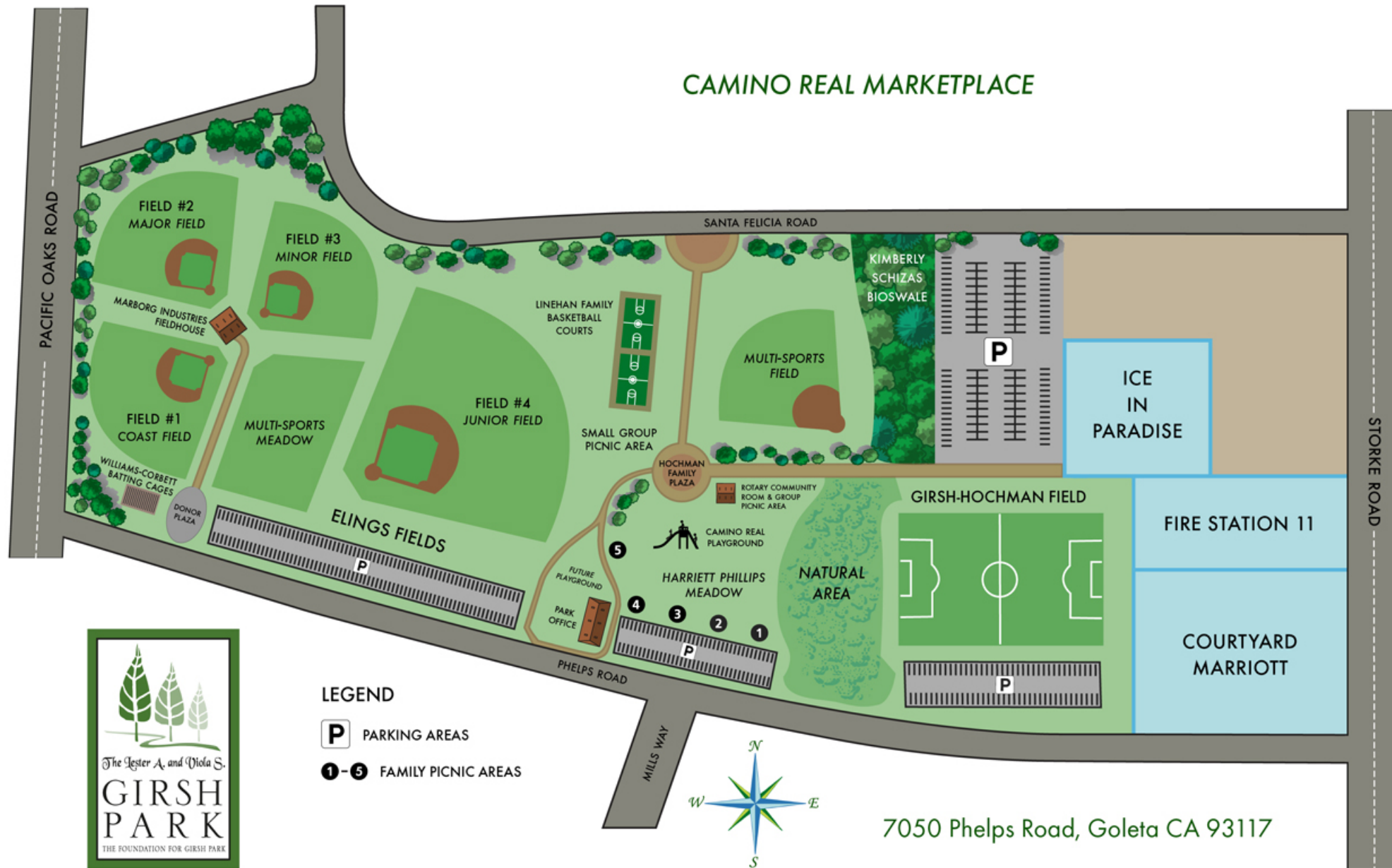
Original 12 Acre Park opened in 1999

Built in conjunction with Camino Real Marketplace

2001: Purchased an additional the 13 acres to the west named Elings Fields for \$6,000,000 after a successful Fields Forever Campaign.

2008: Opened Girsh-Hochman Soccer Field after raising \$1,250,000 in our Fields Forever 2 Capital Campaign.

2018: Completed the \$750,000 Fields Forever 3 Capital Campaign that built Marborg Industries Fieldhouse that includes a concession stand and restrooms, ADA access to the facility, a new playground, and new batting cages.



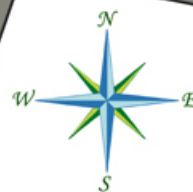
LEGEND



PARKING AREAS



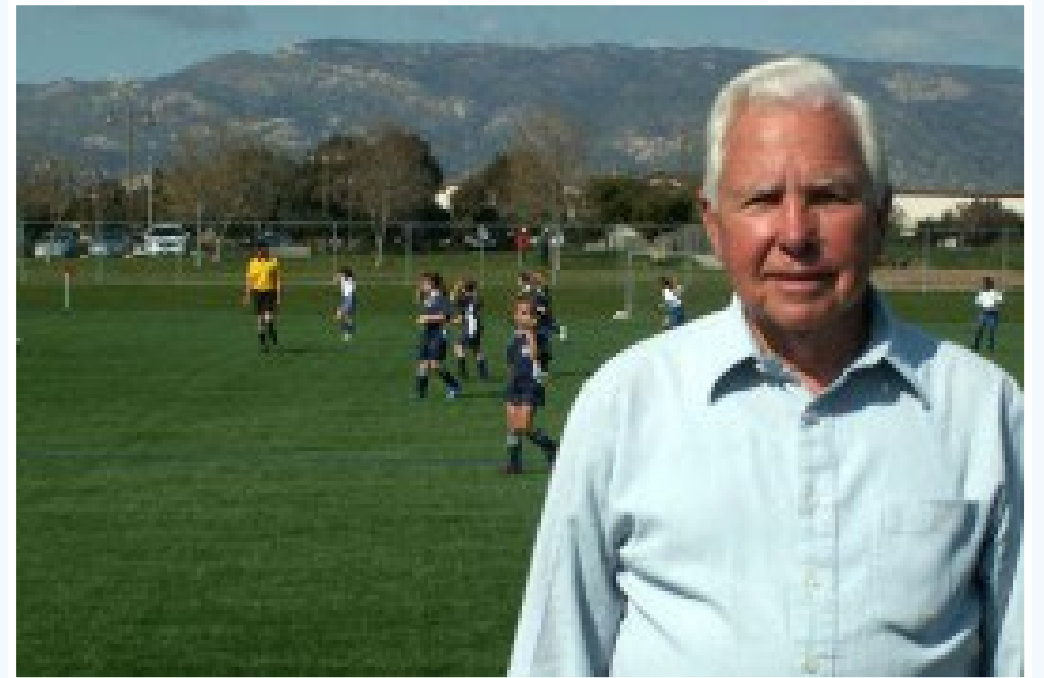
1-5 FAMILY PICNIC AREAS



7050 Phelps Road, Goleta CA 93117



*Girsh-Hochman Field: \$1,250,000
project opened in 2008*



*Used seven days a week by youth and
adult soccer programs, tournaments,
and camps*





Broke ground on the new fieldhouse building in April 2015

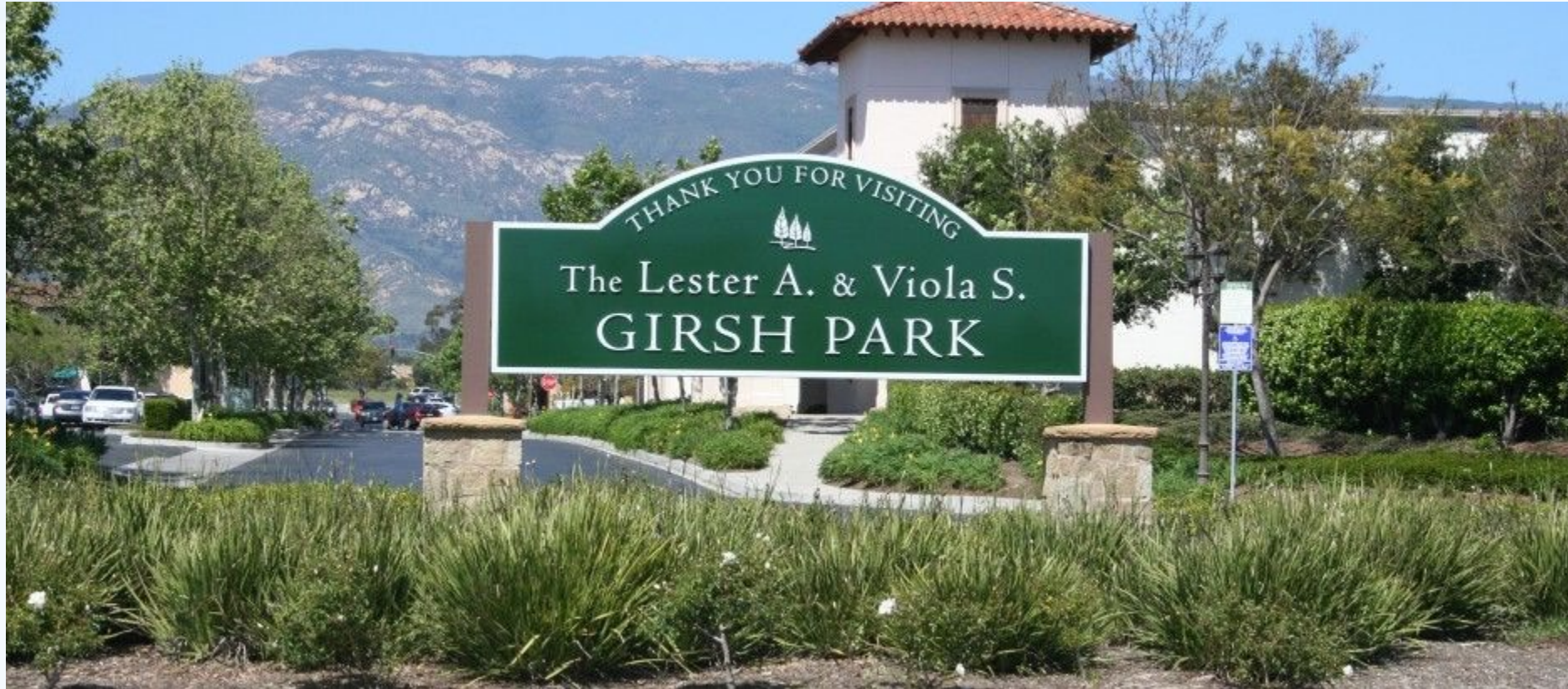


We have completed restrooms, storage, drainage improvements and ADA access to the facility. This is a \$600,000 facility upgrade

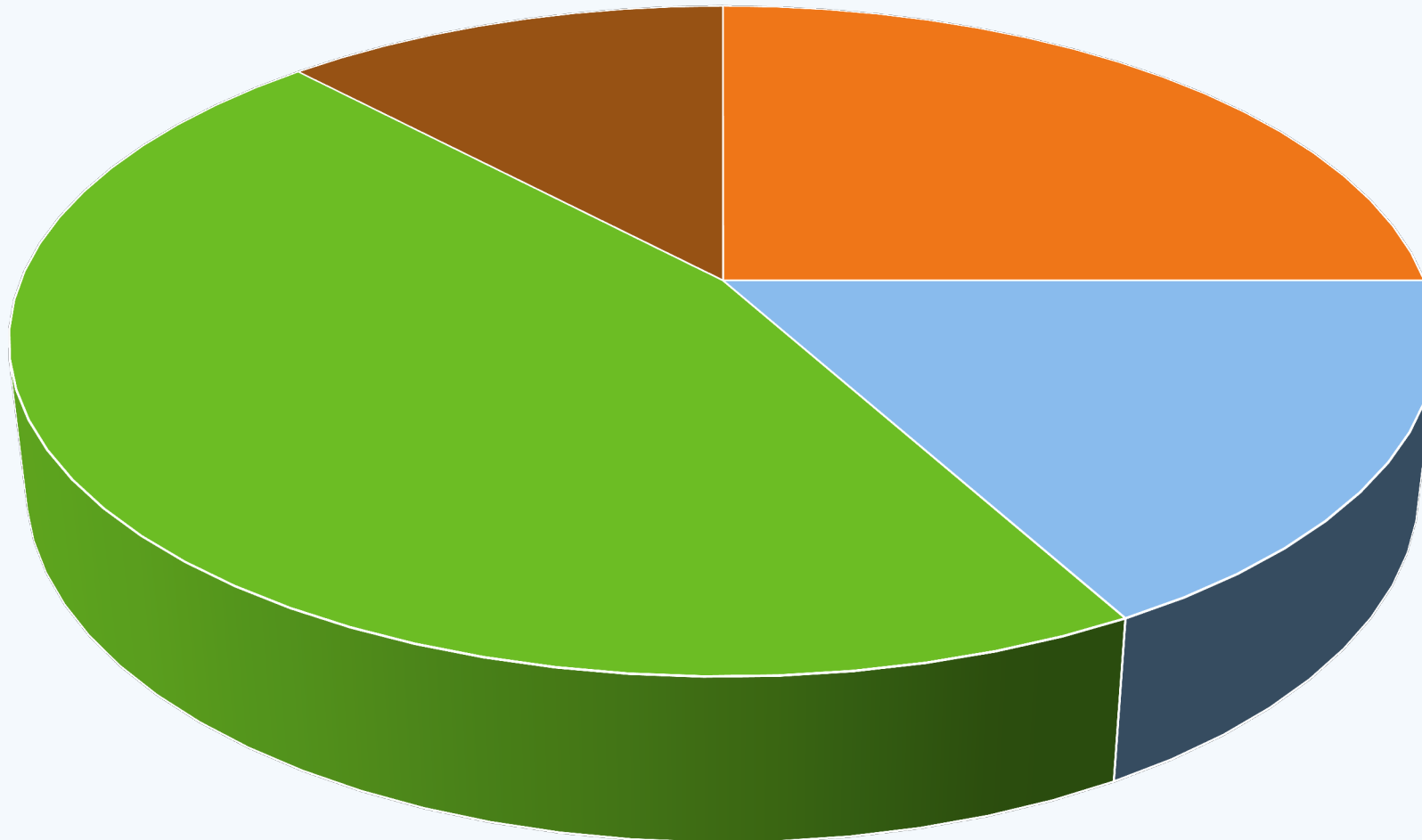




Unique Non-Profit Business Plan



Main Sources of Funding



City of Goleta Funding Endowment Draw User Fees Fundraising



Successful Public/Private Partnership

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Providing Community Recreational Opportunities for 20 years.

The City of Goleta now contributes \$125,000 for park maintenance per year and has assisted with capital projects.

Girsh Park has utilized \$20,000,000+ worth of resources to build the facility and programs that we have today.

Girsh Park is Goleta's Park!



Girsh Park Facilities

CAMINO REAL MARKETPLACE





Programs and Events Enterprise

Partnering with non-profits
and private sector businesses to
facilitate recreation programs
and community events

These are valuable resources for
capital funding, user fees, and
quality recreational
programming





Dos Pueblos Little League



400 + participants





AYSO Region 122



*3,000+ participate in
AYSO Region 122*





Santa Barbara Soccer Club



800 families participate in SBSC





Club and Travel Baseball

Teams come from all over California to play and boost our local economy



Tournaments and Double Headers





Adaptive Sports Programs

Challengers Baseball

AYSO VIP Soccer Program

Special Olympics Tournaments





US Youth Volleyball League



50-75 participants per season



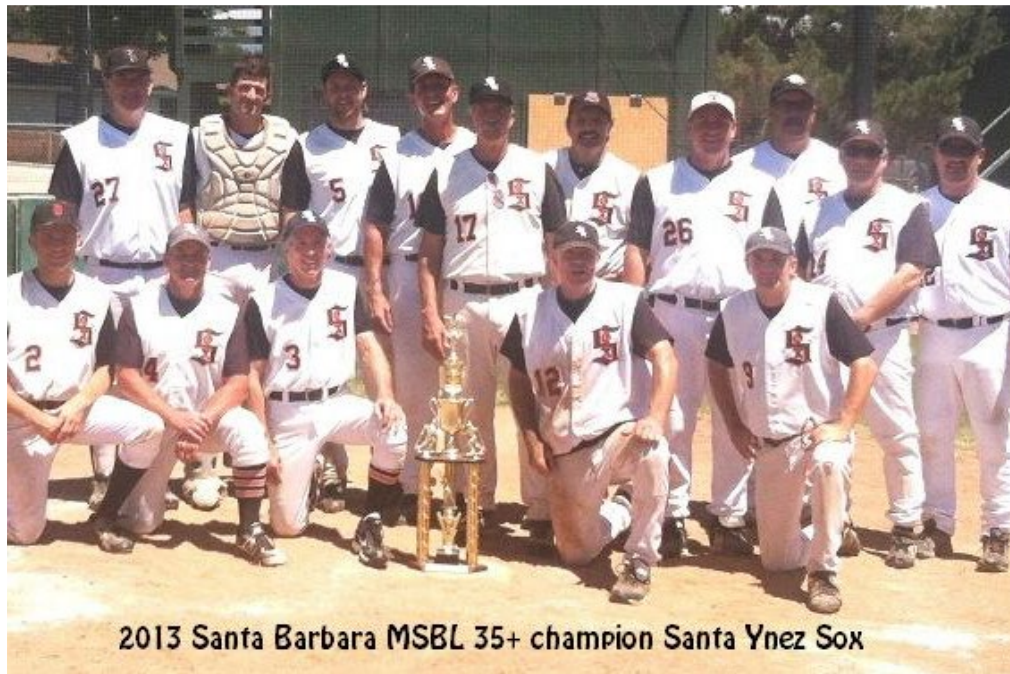


Central Coast Soccer League



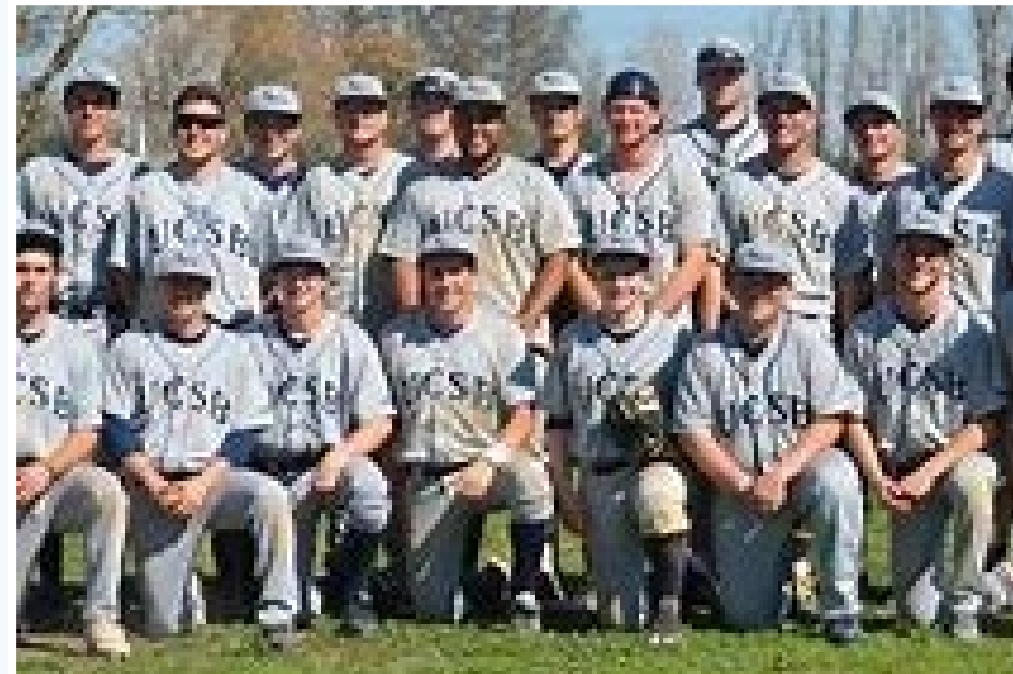
SB Women's Soccer Organization





2013 Santa Barbara MSBL 35+ champion Santa Ynez Sox

SB Men's Adult Baseball League



UCSB Club Baseball



 Goleta Valley Dog Club, Inc.





AIDS/LifeCycle®

Event Stop





Girsh Park Egg Hunt





What does "Her" stand for?

For us, this festival is made to celebrate the countless extraordinary women and girls in our community that don't always get the recognition they deserve. This is not just our festival: it belongs to all of them. Her Festival is empowerment, it is celebration, it is a day for *Her*.





Operational Fundraising



The Towbes Foundation



Two Annual Mailing and E-mail Appeals

Corporate Sponsorship Program

Foundation Grants

Individual Gifts

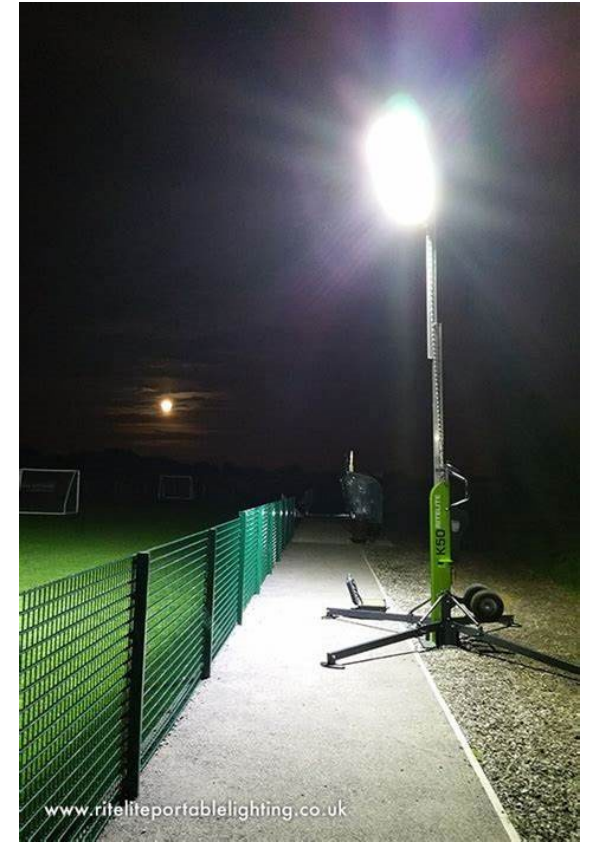


Cottage
Health



CAMINO REAL
MARKETPLACE





*Current Project: Replace temporary generator light system
With permanent field lighting on Girsh Hochman Field*



City of Goleta Parks Masterplan

Showed the need for additional:

Youth Baseball Fields

Youth Soccer Fields

Playgrounds

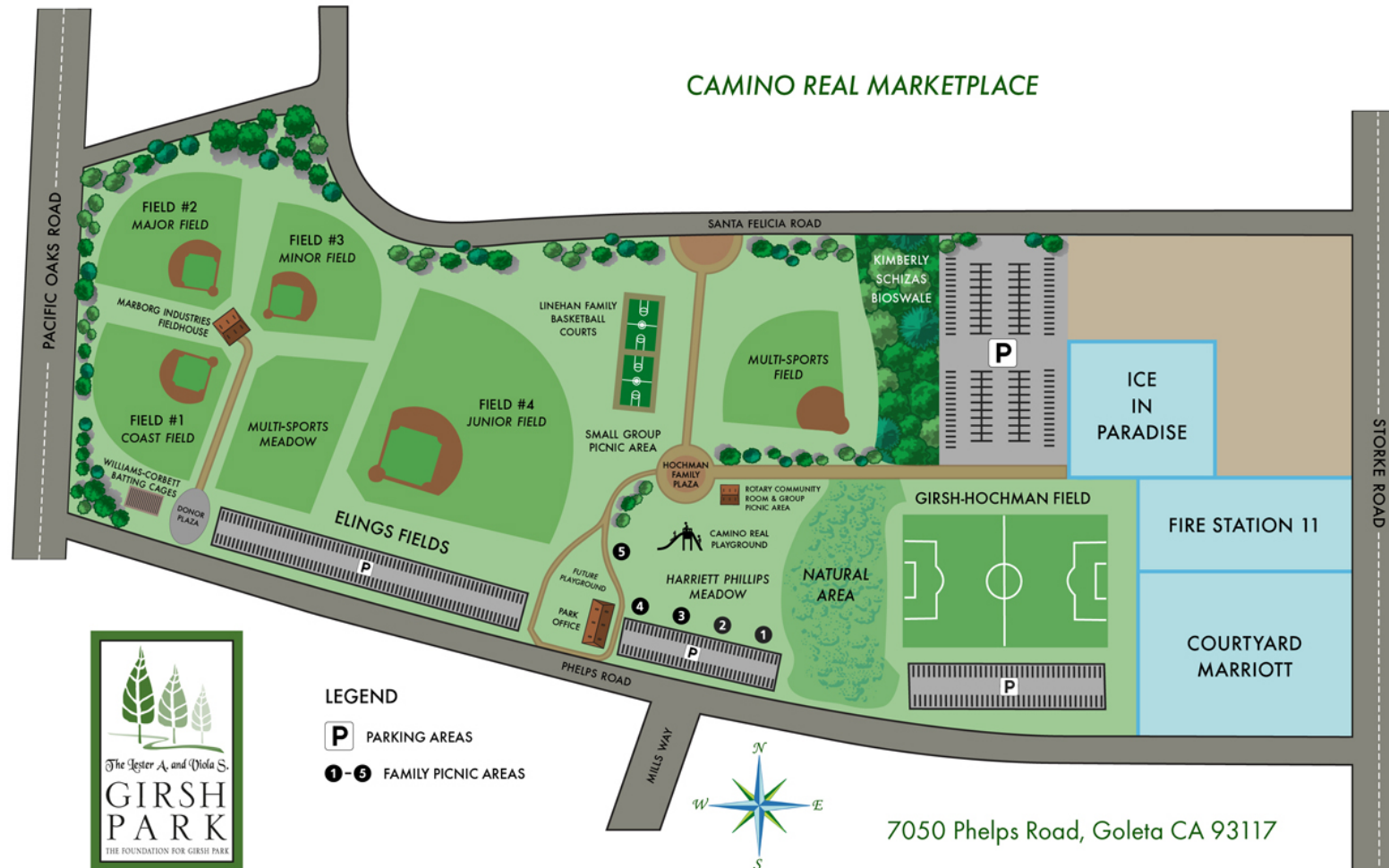
City Run Recreational Programs

Girsh Park can help! We are working on a masterplan for the Park.

We would also highly recommend an intermediate to expert level skate park and off-leash dog parks.



Girsh Park Facility Master Plan





Repurpose some grass fields to Synthetic Turf Fields

Would add soccer and baseball fields to the Goleta inventory



Increases recreational sports opportunities for the community





*Nighttime play for baseball and soccer
for youth and adults*



*New lighting systems have no light
halo or bleed into the surrounding
area*



Recreational Programming





Together we can serve the park and recreational need for the community.

This public/private partnership costs the city dramatically less money and resources than a traditional model.

Let's work together on creating new facilities to create more recreational opportunities through expanded programming.

Thanks for your time and consideration!

