

MONTEREY PENINSULA REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING

**DATE:** July 03, 2024  
**TO:** Board of Directors  
**FROM:** Rafael Payan, General Manager  
**SUBJECT:** Consideration of Creating a “Friends of MPRPD” Group

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**SUMMARY:**

MPRPD is exploring various means to enhance the District’s revenue streams. One of the potential options is to create a Friends of MPRPD group.

**FISCAL IMPACT:**

None at this time

**FUNDING SOURCE:**

Not applicable

**FUNDING BALANCE:**

Not applicable

**DISCUSSION:**

Director Potter and General Manager Payan recently met to discuss MPRPD potentially creating a Friends of MPRPD group. The meeting included a brief discussion with a former East Bay Regional Park District official who was instrumental in successfully enhancing a friends group for that agency.

Friends groups are a familiar part of many nonprofit organizations. Increasingly, friends groups are also encountered in connection with governmental and quasi-governmental organizations, including public universities, state historical organizations, park and recreational management agencies, and libraries.

Friends groups typically provide financial and, in some cases, programmatic support (usually in the form of volunteers and in connection with special events) to a single principal organization or its subsidiaries.

While both nonprofit and governmental organizations are increasingly relying on friends groups for financial support, the motivation for entering into these relationships is quite different. Private nonprofit organizations typically use friends groups as one method of enhancing the organization’s ongoing development efforts. By creating opportunities for greater participation and broader support from constituent groups, friends groups can be an effective way to create opportunities for fundraising and for the cultivation of major donors. Often, friends groups have a specific programmatic focus.

**RECOMMENDED ACTION:**

It is recommended that the Board authorize staff to continue working with Director Potter to research the potential development of a Friends of MPRPD group that primarily focuses on increasing MPRPD's revenue streams. The findings and recommendations from this research will be presented to the Board for their consideration and further direction to staff at a future Board meeting.

**ATTACHMENTS:**

Not Applicable