City of Alexandria
Department of Recreation, Parks and Cultural Activities

"PARKnership" Program

Park and Recreation Commission
January 2016
City of Alexandria
Department of Recreation, Parks
and Cultural Activities

"PARKnership" Program

Park and Recreation Commission
January 2016
Why are we doing this?

Current State
- BPCA currently works with volunteers, brings in donations, and has some partner agreements
- Inconsistent processes & resource tracking
- Reactive approach to partnerships rather than proactive
- Limited staff resources to invest in growing partnerships and administration

Community Involvement
- There is increasing interest from organized community groups that wish to be partners such as...
  - Create stewardship in parks, programs, and projects
  - Develop confidence between staff and community groups
  - Impact City funding decisions

Building Community in Public Space

The Need
- Increasing density population strains local resources
- Public funding does not support the community's desire for services
- Provisions for the residents, safety of pedestrian walkways improve while City financing

Community Engagement
- An annual community engagement event provides an opportunity for city leaders, elected officials, project
  team, and community members to come together and engage in collaborative problem-solving. This event
  is a city-wide, low-budget, high-impact initiative to promote civic engagement, diversity, and inclusion.

The Mission
- Creates a systematic approach to engaging and retaining community partnerships in support of the Department's Strategic Plan.
- The program will cultivate sustainable partnerships, align sponsors, partner's objectives, volunteers and donations to
  support city goal for a healthy and thriving City of Alameda.
Current State

- RPCA currently works with volunteers, brings in donations, and has some partner agreements

- Inconsistent processes & resource tracking

- Reactionary approach to partnerships rather than proactive

- Limited staff resources to invest in growing partnerships and administration
The Need

- Increasingly dense population strains limited resources
- Public funding does not support the community's desired level of service
- Partners would help enhance quality of programs and facilities beyond what City funding can allow
Community Involvement

There is increasing interest from organized community groups that prove partnerships can....

• Create stewardship to parks, programs, and projects

• Develop confidence between staff and community groups

• Impact City funding decisions
The Mission

Develop a systematic approach to organizing and sustaining community partnerships in support of the Department's Strategic Plan.

The program will cultivate sustainable partnerships, align sponsors, partners/affiliates, volunteers and donations to support RPCA’s goal for a healthy and thriving City of Alexandria.
Who is a partner?

**Individual partners**
An individual who can provide time, energy, or financial donation to the Department.
Example: African Bush, Hung Landscape Fund, downtown individual investors

**Community Groups & Non-profits**
Formalized groups that provide one-time or ongoing donations of money, time, labour and other applicable resources to the Department.
Example: Greek Parliament, Sport Centres Group, EKINDIS, Miracle League Del Rio Community Partnership, Advocates for Alternative Education, Community Services

**Affiliates**
Contact the group that provides support. The Department manages the affiliated group and the Department can determine the rights of the group.
Individual partners

An individual who can provide a one-time or on-going donation of money or time/labor to the Department.

Example: Adopt-a-bench, Living Landscape Fund donations, individual volunteers
Community Groups & Non-profits

Formalized groups that provide a one-time or ongoing donation of money or time/labor and other applicable resources to the Department.

Example: Simpson Park Dog Owners Group (SPDOG); Miracle League, Del Ray Community Partnership, Advocates for Alexandria Aquatics, fraternities/sororities
Business/Corporate Partner

Provide a one-time or on-going donation of money or time/labor and other applicable resources to the Department. May include sponsorship with a clear promotional objective.

Example: CVS Caremark
Affiliates

Formalized groups that provide programs and/or services that support the Department’s mission. If the affiliate did not exist, the Department would assume operation of the program.

Example: Alexandria Rugby
Current Non-City Resources

Average annual...
- Monetary contributions: $69,450.00
- In-Kind donation monetary equivalent: $20,620
- Volunteer hours: 55,360

(In the Commonwealth of Virginia the monetary value of one volunteer hour is $24.49; using this rate, the monetary equivalent of the Department's annual volunteer hours is $1,355,784.)

This does not include the Miracle Field or Restaurant Depot as these are outliers in the average annual amount.
The Scope

• Simplify and standardize partnership process for staff and public

• Establish policies and monetary approval thresholds for agreements

• Determine sponsorship guidelines and criteria

• Guide management of volunteers and volunteer opportunities

• Proactively position partnership opportunities as easily accessible
What's Next

Next Steps
- Hire Partnership coordinator
- Marketing, including brand and website
- Utilize Volunteer Alexandria
- Work through administration details

Develop Marketing Plan

ALX PARKS
ALEX PARK LOVE

What support do we need?
Guidance on how we may market the program different from the City's marketing

Policy updates (example: Donation policy)
Review and signature of agreements that propose:
- Exchange of services, goods, funding, or labor over $50,000
- Project is not aligned with the Department's Strategic Plan
- Significantly changes use of the site, facility or intent of program
- Project proposes on-going maintenance/support
- Agreement is for 3 years or longer
- Property/land donation

Share your ideas with the Alexandria Council house
- Planning
- Economic
- Equity
- Housing
- Community
- Parks
- Economic
- Sustainability
- Arts

Contact in advance to discuss ideas on sharing timelines, responsibilities, and communications.
Develop Marketing Plan

- ALX Parks
- Park
- Alex Park Love
- I love Alex Parks
Next Steps

- Hire Parknership coordinator
- Marketing, including brand and website
- Utilize Volunteer Alexandria
- Work through administration details
City of Alexandria
Department of Recreation, Parks and Cultural Activities

"PARKnership" Program

Park and Recreation Commission
January 2016
What support do we need?

Guidance on how we may market the program different from the City's marketing

Policy updates (example: Donation policy)

Review and signature of agreements that propose:
- Exchange of services, goods, funding, or labor over $50,000
- Project is not aligned with the Department’s Strategic Plan
- Significantly changes use of the site, facility or intent of program
- Project proposes on-going maintenance/support
- Agreement is for 3 years or longer
- Property/land donation
Where are we now and how do we get where we are going?

The Scope
- Simplify and standardize partnership process for staff and public.
- Establish policies and monetary approval thresholds for agreements.
- Determine sponsorship guidelines and criteria.
- Quick management of volunteers and volunteer opportunities.
- Proactively position partnership opportunities as early as possible.

Year 1 Goal
Use Department Resources to:
1. Determine the number of events and donation levels through public input.
2. Annual the budget, planning, and outsource decisions, including ongoing goals.
3. Manage the budget and project.
4. Ensure that volunteers are welcomed, receive timely training, and maintain high through volunteer database.
5. Meet all age requirements and documents necessary.

Current Non-City Resources
- Average financial support:
  - Monetary contributions: $61,460.00
  - In-kind donations: $50,000.00
  - Volunteer hours: 2,350

Year 2-3 Goal
Ensure the Partnership Program:
- Creates synergies in vision of the community.
- Ensures awareness.
- Maintains strong relationships for community growth and sustainability.
- Increases partnerships.
- Meets all goals:
  - Board: $50,000.
  - Members: $30,000.
  - Volunteers: $20,000.
  - Donors: $10,000.
  - Other: $10,000.
  - Meets all priorities.

Prezi