



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?

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.

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

Building Community in Public Space



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



Community Involvement

"It is all about working together to envision the positive developments in our city, from a green park to a new walk and bike trail." - City of Alexandria, Parks and Recreation Department

"It is all about better understanding of each other's point of view and how to better serve the community in a more effective way." - City of Alexandria, Parks and Recreation Department

"Working together to create a better city for everyone." - City of Alexandria, Parks and Recreation Department

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 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 on-going 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

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.



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



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 on-going 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 ¹
- 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.)

¹ 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 Parknership coordinator
- Marketing, including brand and website
- Utilize Volunteer Alexandria
- Work through administration details

Develop Marketing Plan



Share your ideas with the PARKnership Council team:

1. Dino Weidus
2. Andy Goffney
3. Laura Colburn
4. Eric Weidus
5. Jack Browne II
6. David Miller, General Manager, Alexandria
7. James Michel, Executive Vice President
8. Diane Ruggiero
9. And please email your thoughts to

Contact us anytime:
We will also hold a meeting
open for any employees to
come and provide input.

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

Develop Marketing Plan

ALX  PARKS

 park

 ALEX
PARK
LOVE

in
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

ALX  PARKS

 park

 ALEX
PARK
LOVE

I  in
ALEX  PARKS

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
- Guide management of volunteers and volunteer opportunities
- Proactively position partnership opportunities as easily accessible

Year 1 goal

Use Department Resources to:

1. Streamline the partner agreements through standard partner request forms and MOUs
2. Finalize the Affiliate, Sponsorship and Donation Policies (including naming rights)
3. Re-align the Living Landscape Fund
4. Work with Volunteer Ahead to to streamline volunteer forms, recruiting and tracking process through volunteer database
5. Develop and begin implementation of Marketing Plan
6. Develop 3-year business plan with in-depth financial analysis

Year 2-3 Goal

Expand the PARKnership program Create Coordinator position to further develop and oversee:

- Partner agreements
- Manage donations
- Coordinate implementation of community group projects with appropriate staff
- Marketing
- Volunteers

Financial Investment: Estimate \$100,000, includes salary, benefits, office resources and marketing.
Expected Return based on research: \$200,000-350,000 and increased volunteer hours.

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 \$24.40. Using this rate, the monetary equivalent of the Department's annual volunteer hours is \$1,350,784.

Source: 2016-17 Operating Budget, Department of Land Management and Planning