



PARKnerships
Building Community in Alexandria through Recreation & Parks



City of Alexandria Recreation, Parks & Cultural Activities PARKnership Program

City Council Legislative Session

January 9, 2018

Background

In the past year RPCA established the "PARKnership program" aimed at fostering partnerships with community organizations that can provide a one-time or on-going donation of money or time/labor and other applicable resources to the Department.

A community group partnership is a great opportunity to build relationships with community members around a shared vision for Alexandria's valuable parks and programs.

While RPCA has been working with partners for many years, the PARKnership program is the City's first effort to streamline our efforts and actively pursue partners.

PARKnership Manager hired in February 2016.



Sponsorships



As an individual, group or business, provide a one-time or on-going donation of money or time/labor and other applicable recourse to RPCA.

This may include sponsorship with a quid pro quo agreement (example includes logo on a sign or sports program and or t-shirts in exchange for donations).



Living Landscape Fund



Monetary or in-kind donations to support a Park, recreation center, program, and or field.

Donations can be specified for a particular site and can be made as an individual or organization.



Adopt-a-Bench



This offers personal opportunity to honor a friend or loved one by adopting a bench at one of our parks.

The money from the bench program goes towards the Living Landscape Fund to support park improvements.

Initiated an Adopt-a-Bench Ad Campaign in spring 2017 resulting in eight adopt-a-bench sales since July 2017.

- Add plaque to existing bench: \$800
- Install new black steel bench without a plaque: \$1,400
- Install new black steel bench with a plaque: \$1,600
- Install new wood bench without a plaque: \$1,875
- Install new wood bench with a plaque: \$2,175

Adopt-A-Bench In Your Favorite Park!

Honor a family member or special occasion by adopting a bench in an Alexandria waterfront park. When you adopt, a beautiful plaque recognizing your generous donation will be installed. Give a gift that will last a lifetime for only \$800.

For more information, visit alexandriava.gov/PARKnerships or contact Lucresha Murphy at lucresha.murphy@alexandriava.gov or 703.746.5489.



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Volunteers



Those who volunteer for the City of Alexandria are valued members of the community that provide tremendous value to the City through their service.



The PARKnership program serves as a liaison in the department for volunteer opportunities in our parks and facilities.

Examples of opportunities include: coaching, park clean-ups, tutoring, naturalists, etc.

In 2017, we recorded 377 volunteers performing nearly 17,000 hours of service.



Partnerships



In its inaugural year, RPCA created 28 new partnerships, including four through the new Community Matching Fund, equaling over \$210,000 of funds for park and recreation facility improvements.

Recent examples include:

- 3550 Commonwealth Ave/Dale Street Garden with Rebuilding Together Alexandria
- Taney Avenue Park with RunningBrooke & Rebuilding Alexandria Together
- Simpson Dog Park Dog Owners Group
- Braddock Metro Citizens Coalition
- Four Mile Run Conservatory Foundation
- Wakefield Tarleton Partnership



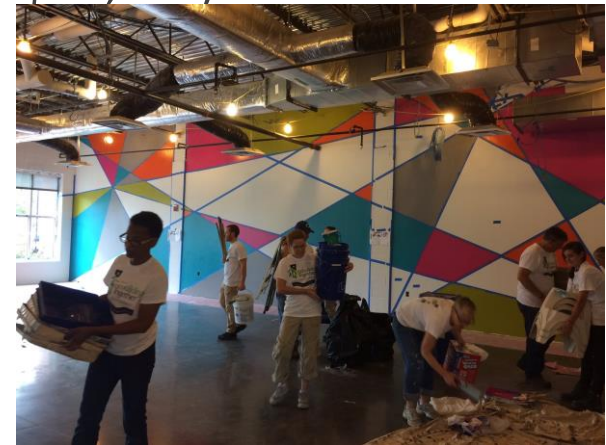
The Community Matching Fund



RPCA established the Community Matching Fund with City Council approval of the FY 2017 to FY 2026 Capital Improvement Program (CIP).

In FY18, the City provided 1:1 matching award in an amount up to \$25,000, which allows a minimum of four selected proposals. Awards may vary given in any amount between \$5,000 (for project multiplier of \$10,000) to \$25,000 (for project multipliers of \$50,000).

The Fund promotes collaborative partnerships among City of Alexandria community organizations.



From our partners...



<https://youtu.be/UM6fGmJ9gu4>



Information

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Questions?
