



Parks, Recreation and Cultural Affairs

Development and Partnership Informational Presentation to the City Commission

July 17, 2014

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Development Activities

- “Florida Living History” article, Gainesville Magazine, April/May 2014
- Secured permanent no cost advertising space at the Butler Plaza barricade (between Trader Joe’s and Ross Stores)



Development Activities

- Working closely with community support groups and Boards to create departmental 501 (c) (3) to meet the advocacy and fundraising needs of PRCA

Development Activities

- Research and monitor grant databases for potential funding opportunities for PRCA Master Plan and Vision 2020
- Establish grant “alerts” for grant opportunities in the eCivis and Foundation Directory online grant databases



Development Activities

- Worked closely with City Attorney to develop a new Scoreboard Sponsorship Program with new partner Sportable Scoreboards. Pilot project is for the Martin Luther King Multipurpose Center



Development Activities

- Secured funding for the Summer Heatwave Program crowdfunding fundraising campaign
- Developed a Grants Management calendar in Microsoft Outlook to manage grant proposal deadlines and fundraising activities

Fundraising is the gentle art of teaching the joy of giving.
-Hank Rosso

Partnership Activities

- Developing a database of “needs” and potential partnerships/sponsorships and funding sources based on staff input and the Vision 2020 Master Plan
- Assisted with the development of an Adopt-A-Trail Agreement for local community groups



Grants Submitted

- AEDgrant.com for eighteen new and updated AED machines
- Submitted the Facilities Assistance Form to the United States Tennis Association for the resurfacing of four tennis courts at the T.B. McPherson Park for reimbursement of up to 35% of project costs



Grants Submitted

- Submitted a \$5,000 grant proposal to TD Bank Foundation through a community partner Sisters Helping Sisters in Need, Inc. for new LED and motion sensor lighting at the Porters Community Center



Grants Submitted

- Submitted a \$10,000 grant proposal to the Plum Creek Foundation for a new shade structure to cover a portion of the Eastside Community Center playground



Grants Submitted

- Submitted a \$50,000 grant proposal to the AEC Trust Foundation to implement an afterschool tutoring program through arts education for 1st, 2nd and 3rd grades at three City community centers through a partnership with Yopp, Inc.



AEC Trust



Grants Submitted

- Submitted a \$500 grant proposal to the 2014 Pop Warner/Team Cheer Uniform and Apparel grant to support the Gator Cheerleading unit



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Upcoming Grants

- \$5,000 - Florida Humanities Council Community Grant to support the Cultural Affairs fall exhibit and lecture series, Deadline July 1st
- \$20,000 – National Archives and Records Grants to support the digitization of the Evergreen Cemetery records, Deadline June 17th

Upcoming Grants

- \$5,000 - Lowes/Keep America Beautiful Grant for the purchase of new recycling bins in the Parks, Deadline June 25th



Upcoming Grants

- \$8,000 American Dermatology Association to purchase and install shade structures over the playground equipment at City parks, Deadline October 1st
- \$50,000 Florida Division of Historic Preservation to support the renovation of the historic Thomas Center fountain, Deadline October 31st

It Starts in Parks!....

Youth Achievement, Sense of Community, Better Health, Clean Air, Clean Water, Healthy Urban Forest, Economic Development, Ties to our Heritage, Protect Nature, Gainesville's Future...It Starts in Parks!

Thank You!



*Solitary trees, if they grow at all, grow strong.
~ Winston Churchill*

Development and Partnerships

Questions or Comments?