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Operations Manager

February 26, 2015

Dear Mr. Phillips,

The Girls Place, Inc. Board of Directors would like to formally request consideration for the following project proposal. Girls Place, Inc. aims to collaborate with the City of Gainesville by transforming the infield of the existing track in Greentree Park into a multi-purpose recreational field. The land would be used to expand Girls Place facilities in order to better serve the girls of Gainesville and the community as a whole. Our goal is to expand our gymnasium on our current property, move our multi-purpose field to the track area, and then share Greentree Park's softball facility for our programs. This project would create greater opportunity for collaboration between Girls Place, Gainesville Parks, Recreation and Cultural Affairs Department, and the community.

Girls Place has been a part of the youth development community since 1985 and currently serves over 600 girls ages 5-18 each year through after school, summer camp, and athletics. In 2014, there were over 180 girls who participated in our volleyball leagues. Participation is limited due to our limited space so expanding facilities would help expand programs as well.

This project would result in a partnership between Girls Place and the City of Gainesville that would promote youth development and community health. Girls Place is prepared to launch a capital campaign of approximately \$5 million to complete the project. If this request is officially considered, Girls Place, Inc. would like to present the request for approval and take the necessary steps to advance the proposal.

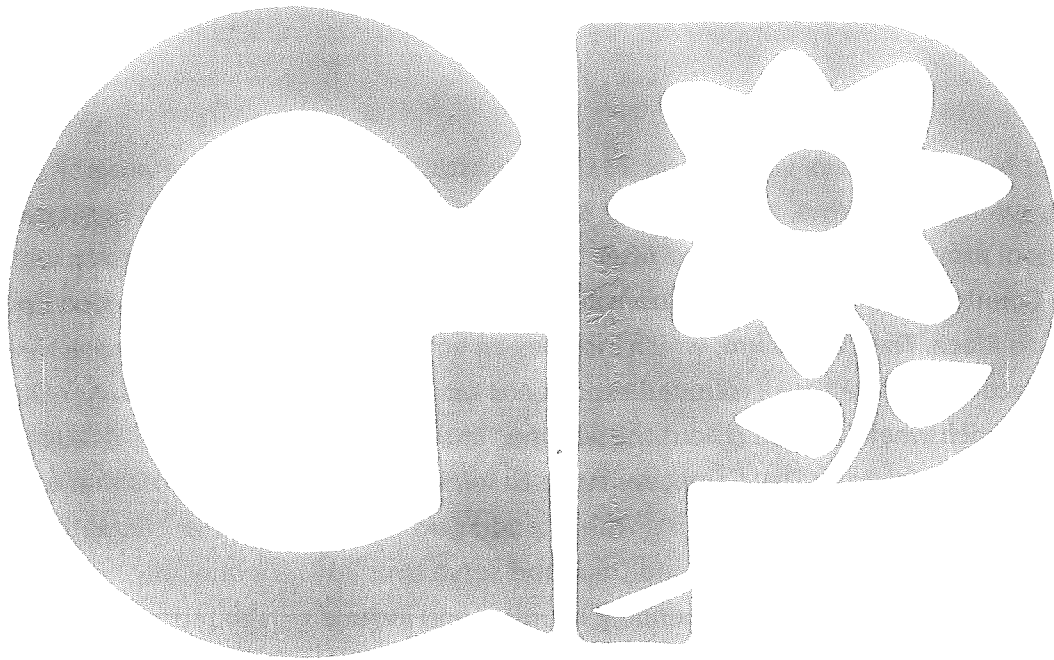
Sincerely,

Janna Magette
Executive Director
janna@girlsplace.net

Amy L. Howard
President
Operations Board of Directors

cc: Michelle Park





City of Gainesville Proposal

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- Values* At Girls Place, we believe that all girls should be inspired, challenged and nurtured to become their very best.
- Vision* Girls Place girls become independent women who embrace diversity, express their ideas, rise above obstacles, enhance their communities, and lead those around them.
- Mission* At Girls Place, we empower girls to grow courageous, strong and self sufficient. We inspire our girls to celebrate themselves—their minds, their hearts, and their physical well being.

April 15, 2015

History

In our 30 year history, we have served over 20,000 girls through our three major programs: after school, summer day camp, and athletics. We currently serve an average of 87 girls daily in our after school program. The Girls Place After School Program operates in conjunction with the Alachua County School Calendar and transports girls from approximately 14 Alachua County schools to Girls Place. The curriculum, which includes an emphasis on completing homework, allows Girls Place to provide a well rounded experience for the girls. Girls Place Summer Day Camp operates each weekday throughout the summer months and averages 120 girls each day. During the Girls Place Summer Day Camp, we strive to minimize the learning losses that occur when school is out while providing the girls with fun and safe summer activities. Our athletic programs include volleyball, basketball, and track and serve over 300 girls annually. Our sport leagues and teams draw girls from surrounding counties and include girls that do not participate in our after school or summer camp programs.

Need

One of the most established—and popular—programs at Girls Place is its athletic department. The 12,000-square-foot building is swarmed with girls six days a week. And with 300 children in the program, the organization has several volleyball, track and field, and basketball teams.

Filling the gap of a much-needed athletic program for young girls in the early 1980s, the Girls Place gym has hosted games and practices for more than 16,000 girls. With at least 23 sports teams, practice sessions fill the gym throughout the day and evening. In addition, the gym is utilized by after-school children and summer day camp members—in turn, leading the ever-expanding Girls Place to outgrow its nearly 30-year-old gymnasium. To revamp the gym, and expand the facility to fit the needs of the organization, the bill is estimated to rack up to \$5 million. The staff, of course, hopes to finish the projected five-year project debt-free, with the help of the community. As a non-profit serving only girls, obtaining federal funding for projects is more difficult—but obtainable through community support.

Vision

- Collaboration between Girls Place and City of Gainesville
- Girls Place Bigger and Better Study
 - Six month study comprised of board members
- Girls Place “Raise the Roof” Campaign
 - Fundraising solely the responsibility of Girls Place
- Concept Master Plan Layout



Executive Summary Update

Girls Place, Inc. staff met in the 4th quarter of 2014 and reviewed a previously proposed strategic plan for 2013-2018 that had never been implemented. However, the review confirmed the progress and completion of actions as set forth in the previous plan, as well as the need to formulate and implement a new long range plan for years 2015-2017. The Girls Place staff adjusted the plan based on the organization's current status.

OPPORTUNITIES

- Event sponsorships and grants
 - Improve security and technology
 - Implementation of Leadership Academy
 - Partnership with City of Gainesville on facility expansion
 - Capital Improvement Campaign to build a multi-use facility for added program space and revenue
 - Operation and Foundation boards of directors working as a cohesive unit
 - Redefining boards, committees, and purposes
 - Flowers of Girls Place Donor Program
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- Establish relationship with Santa Fe
 - New contract with HOME Magazine
 - Marketing (community and volunteer involvement)
 - Recruit new, diverse board and committee members
 - Facility rentals
 - Farm to table event in January 2016

The 2015-2017 strategic plan will rely heavily on the Executive Director, and the board of directors to define fundraising goals that will produce operating revenue, and to create a strong capital improvement campaign that incorporates the immediate major renovation of the existing facility to enhance our curb appeal, to increase security for the girls and staff, and to ensure environment is appealing. The main goal of the campaign will be to support and fund the construction of a new multi-use facility that focuses on sporting events, but can be used for a wide variety of community activities including performing arts, assemblies, fundraisers, and social gatherings. It is important to keep in mind environmental and cost saving measures as the plan moves forward.

Staff and board member participation and accountability are imperative. Board members will need to contribute to garnering support for the organization by following through on board driven initiatives, such as facilitating community outreach to the donor population, and attending and supporting all Girls Place events. This commitment will be documented in individual board contracts. Increased participation of staff and board including implementation of the Strategic Plan will renew energy needed for the growth and viability of the organization.

Community Parks

ADA accessibility is a major issue in Gainesville's community parks. Additionally, the City should try to de-program some of its community park spaces in order to restore flexible open spaces. There is a need to improve pedestrian routes and access both to and within the parks. Site-specific recommendations for community parks include:



Albert "Ray" Massey Westside Park:

- Provide accessible routes to the playground and picnic areas.
- Supplemental parking strategy may be warranted.
- Outdoor restroom is in need of renovation and upgrading.
- Athletic field lighting and the basketball court lighting is old and inefficient and should be replaced.
- New dugouts, batting cages and bleacher areas are in need of upgrades.
- Pave the walking path around the park to meet ADA requirements.
- Add more water fountains and concessions throughout the park.



Kiwanis Challenge Park:

- Consider the consolidation of Kiwanis Challenge Park and Greentree Park into a single, unified park site. Currently no paved linkage between the parks exists.
- Replace playground surfacing with ADA compliant poured in place rubberized material.
- Existing ADA access pads within playgrounds have deteriorated and/or may not be of the proper dimensions to be adequate for handicapped access.
- Ensure accessible routes to major park components, especially the play area, by addressing pavement cracking and/or heaving issues observed.
- Evaluate the feasibility of furthering the partnerships between the city and the adjacent rehabilitation center and Girls Place Inc. in an effort to better maintain and activate the park space.



TB McPherson Park:

- Provide accessible routes to the playground, at least one set of softball dugouts, basketball court, restrooms and a picnic area.
- Replace barrel trash cans with more aesthetic containers.
- Add play features to the community pool to expand appeal.
- Activate the park through more community partnerships and outreach to bring more activity to the park.