

Agreement with Partners for Parks

DATE: May 17, 2016

FROM: Corey King, Parks, Recreation & Cultural Resource Director

Background/Issue:

Parks, Recreation & Cultural Resource staff continually search for alternative sources of funding for park projects and programs. Partners for Parks is a great example of a non-profit organization that staff would like to opportunity to work with to secure funding. Partners for Parks has served as advocates for promoting and enhancing public parks, recreation and environmental conservation since 1996. Their goal is to “improve the quality of life for citizens of Mecklenburg County and surrounding regions by promoting and enhancing the parks, greenways, open spaces, active play and recreational opportunities within the community”.

Hats Off to Parks is an example of an event delivered by Partners for Parks in cooperation with Mecklenburg County Parks and Recreation. Funds raised through this event and others, have funded new playgrounds in Park Road Park, Reedy Creek, amenities along Sugar Creek Greenway, fences for dog parks and many other park improvements. Partners for Parks offers a safe place for municipalities to safely raise funds. An advantage for donors is that their contributions are tax deductible. Citizens are also able to contribute directly to a project or program that they are interested in.

Contributions are collected and managed directly by Partners for Parks. As projects begin and incur costs, funds would be distributed from Partners for Parks directly to the vendor. There are no administrative fees associated with any contributions. All donated funds (100%) are used towards the project or program specified. Partners for Parks retains interest gained from donated funds. Revenue from interest is used to offset expenses incurred by Partners for Parks. Funds would not have a timeline or expiration date, they would remain in the assigned account until exhausted by the project.

Proposal/Solution:

Staff proposes to enter into agreement with Partners for Parks, creating a venue for citizens to donate directly to park projects.

Financial Impact:

The financial impact would be positive for the Town of Matthews. Donated funds would accumulate and be used to partially or completely fund projects identified by the Town.

Related Town Goal:

Financial Performance: To provide financial resources in a prudent and responsible manner through traditional and alternative sources of revenue

Recommended Motion:

Approval to enter into agreement with Partners for Parks



Partners for Parks Strategic Vision

Partners for Parks will be the voice for the value of public parks, recreation and environmental conservation.

Achieving this vision will:

- Enhance community vitality, livability and sustainability;
- Support human development;
- Improve health and wellness;
- Provide quality parks and recreations experiences;
- Garner legislative and financial support;
- Foster environmental stewardship and appreciation of nature;
- Raise awareness of the value of structured and unstructured play;
- Ensure safe, affordable and accessible park and recreation opportunities;
and
- Position parks, recreation and environmental conservation as essential to every citizen.

What Partners for Parks Does:

- Administratively assist fundraising efforts of Restricted Fund Accounts;
- Generate private sector support for projects with and without Park and Recreation Departments;
- Hold funds for park and recreation related projects;
- Make awards for significant regional parks and recreation programs;
- Our work involves:
 - Education
 - Advocacy
 - Partnerships
 - Collaboration
- Foster environmental stewardship and appreciation of nature;
- Raise awareness of the value of structured and unstructured play;
- Ensure safe, affordable and accessible park and recreation opportunities;
and
- Position parks, recreation and environmental conservation as essential to every citizen.

What Partners for Parks Does Not Do:

- Fundraise money for other organizations (i.e. National Whitewater Center);
- Fund non park and recreation related groups;



Partners for Parks Restricted Account

Fund Name: _____ Date: _____

Partners for Parks Representative: _____

Partnering Agency Representative:

Name _____

Address _____

Phone _____ Email _____

Article I Name:

The name of the account shall be the _____
(hereafter referred to as "the fund") and will be established as a restricted line
item account with the Partners for Parks (hereafter referred to as PFP).

Article II Mission Statement:

Section 1. General Overview:

The fund is being set up for the specific purposes of:

Section 2. Primary Objectivity

Section 3. Secondary Objective

If any funds are remaining in the account after the completion of the Primary
Objective and the account has not been dissolved, then the third party account
director can request a release of funds for the Secondary Objective as
described here within. Funds can be used to _____.

Article III Third Party Account Director:

Section 1. Number and Composition

The PfP Board will hold the funds on behalf of the partnering agency for the intended goals noted above. The actual execution of the expenditure of the funds will only be at the direction of the Third Party Account Director. For the purposes of the fund the Third Party Account Director shall be:

NAME: _____
ADDRESS: _____
PHONE: _____
EMAIL: _____

It is the responsibility of the partnering agency to inform PfP of any change to the Third Party Account Director and contact information.

Article IV Dissolution

Section 1.

Notwithstanding the above, at some future date, should the Primary Objective be completed or deemed impractical by the PfP Board, then PfP will request the Third Party Account Director to justify continuation of the fund. If the Third Party Account Director does not provide justification within 90 days of said notice that the primary Primary Objective will be completed within ___ months (the Extension Period), then the account shall be deemed dissolved at the expiration of the Extension Period.

Section 2.

At the time of any such dissolution of the fund, in part or full, the assets thereof shall, after all of its liabilities and obligations have been discharged or adequate provisions made thereof, be transferred and distributed to the PfP General Fund and can be used as the PfP Board sees fit under their guiding principles and By-laws in place at that time.



Article V Disclaimer

PfP does not charge any fund management fees; instead, any interest earned or sales tax refunds generated are used to partially offset PfP expenses. One Hundred Percent (100%) of donations are used for the purposes outlined herein. All funds are placed in an FDIC guaranteed account.

Third Party Account Director (Name): _____

Third Party Account Director (Signature): _____

Partners for Parks Board Acceptance Date: ____/____/____

PfP Board President (Name): _____

PfP Board President (Signature): _____