

Memorandum



Date: September 4, 2007

To: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Supplemental Report to Resolution Directing the County Manager to Create a Program for Corporate Sponsorship and Underwriting of County Parks

Supplement to
Agenda Item No:
11(A)12

This supplemental report provides information regarding the Park and Recreation Department's fundraising and foundation efforts, Adopt-a-Park Program, and concerns raised by Commissioner Moss at the July 16, 2007 Recreation and Cultural Affairs Committee meeting regarding the feasibility of the proposed program and how it ties into what is currently in place.

Fundraising by the Park and Recreation Department and Parks Foundation of Miami-Dade

The Foundation could well serve as a conduit for the proposed resolution for corporate sponsorship and underwriting of parks. The Parks Foundation allows the Parks Department to reach out to funding sources, including philanthropic donors, who would otherwise traditionally or by charter, not fund government programs directly. A group of private citizen advocates, with the support of the Parks Department created a 501(c)(3) foundation with the primary purpose of seeking and providing resources for the Parks Department. This was in keeping with a growing national trend by state, municipal and county park agencies to seek further opportunities with the private sector and foundations for a variety of programs and projects.

The fundraising office efforts have been successful in soliciting and securing corporate partnerships from both local and national companies. Support has been in the form of in-kind contributions, cash, and volunteer services to various park projects. During the period from May 2006 through May 2007, the Park and Recreation Department through private, corporate, and foundation solicitations has raised \$451,911.

Detailed below are some examples of the Parks Foundation efforts: Leadership Miami has been a partner of Miami-Dade Parks for the past two years. Corporations/entities represented by its members include University of Miami, Keller Williams Realty, Regions Bank, Bank United, Burger King, and Baptist Hospital. Examples of their generous support includes: the donation of computers and desks that created a computer lab at Olinda Park to serve the after school program; a beautiful community tree planting at North Glade Park and refrigerators, microwaves, toys, games, and sports equipment donated to the recreation center for the summer camp program. Other corporations who have supported our *Fit To Play* fitness/nutrition program include NIKE who donated 2,000 pairs of shoes valued at \$140,000, AvMed Health Plans, and Miami Children's Hospital. The Parks Department is currently working with the non-profit organization KaBOOM, who, along with national corporate partners, builds playgrounds in inner city neighborhoods across the country. The Department is hoping to partner with KaBOOM to do a "community build" playground at West Perrine Park.

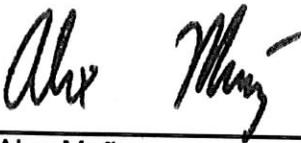
The Department recognizes the need to seek more funding opportunities for the maintenance of parks and park programs. Additionally, there must be donor appreciation mechanisms in place for significant donations. Along with dedication ceremonies and mention on the Parks website, plaques and appropriate signage acknowledging significant contributions must also be visible in parks as well. This recognition communicates to the corporate community and park patrons the many wonderful sponsorship opportunities available within our park system.

Adopt-a-Park and Friends of Metro Parks Trust Accounts

The Park and Recreation Department prepares a financial report on a monthly basis that reflects the status of all monies donated to the Friends of Metro Parks Trust Account. The original Adopt-a-Park Program is included in the Friends of Metro Parks Trust Account. The attached table provides the park or activity benefiting from the donation, total amount donated year to date, total amount expended year to date, balance remaining, and a brief description of the donations and how the funds have been expended. Donors have included large corporations, small businesses, school and community groups, commissioners, baseball associations and park patrons. The total amount donated to date is in excess of \$1.125 million.

As of June 2007, the cash balance of donations made to the Friends of Parks Trust Fund (includes various accounts designated for specific park and Adopt-a-Park contributions) totals \$759,360. Most of the contributions are restricted (earmarked for specific purposes as instructed by the sponsor). Interest earned totals \$55,737.61 which has been partially allocated for marketing and website enhancements to further promote the Adopt-a-Park program. For general contributions, priorities for allocation are identified and approved during the budget process. For FY 06-07, the Department has expended \$366,500 in Friends of Parks Trust Fund for enhancements such as Amelia Earhart Playground (restricted), Fruit & Spice herb garden, agriculture festival, track and field activities, landscaping, acquisition and appraisal fees, recreational supplies and materials, operating supplies and materials, equipment, printing, and travel for youth athletic events and competitions. It is expected that approximately \$650,000 will be expended in FY 07-08. The attached chart details the account balances.

The Department's emphasis on increasing sponsorships and other contributions through the Foundation provides an excellent opportunity to expand and promote the Adopt-A-Park Program. The proposed resolution could serve to augment the existing programs and expand to include other opportunities.



Alex Muñoz
Assistant County Manager

Miami-Dade Park and Recreation Department Friends of Parks Trust Fund

Donation	Account Balance	Purpose
African Heritage Cultural Arts Center	12,726.98	Allocated for the purchase of musical instruments and costumes for the African Heritage Cultural Arts Center programs.
Arch Creek Park	1,812.16	Encumbered for recreation supplies – pending invoice
Athletic	10,178.40	Orders are being submitted for the following: \$150 (Tennis) – Tennis racquets and balls \$100 (Basketball) – Basketballs \$100 (Softball) – Softballs \$400 (Soccer) – Soccer nets \$1,000 (Volleyball) – Volleyball nets and poles \$3,180 - Soccer goals \$250 (Metrozoo) - Restricted \$5,000 (Cutler Ridge) – Restricted – funds encumbered to purchase sporting equipment
Camp Owaissa Bauer Park	100.00	Encumbered for pool chairs
Coral Estates Park	291.89	Allocated for the purchase of educational software for program participants
Deering Estates	819.10	Allocated to purchase bicycles for patron use
Greynolds Park	283.00	Restricted for playground enhancements
Haulover Park	17,993.44	Restricted to Sea Turtle Program. Staff is preparing to purchase an ATV (\$5,000), Turtle Pamphlets (\$10,000), four Global Positioning Systems (\$600), and a laptop computer and projector (\$3,000)
Homestead Bayfront Park	5,039.89	Restricted for the printing of park brochures
Metrozoo	589,544.31	\$465,000 has been encumbered for equipment purchases and ongoing enhancements at Metrozoo such as the giraffe feeding station, roof repairs, Asian River Life exhibit, Cassowary exhibit, Toucan exhibit, purchase of aerators, signage, and landscaping
Norman & Jean Reach Park	1,095.60	Encumbered to purchase equipment for Seniors' Program
Natural Areas Management	58.09	Allocation pending additional donations
Priority	48,878.43	Allocated to the purchase of musical instruments, costumes, sound and lighting equipment, and performance space enhancements for the Raices Program at Miller Drive Park
Redland Fruit & Spice Park	5,225.52	\$1,639.76 – Restricted for Agricultural Fest – Will be spent on the next festival \$2,000 – Restricted for Tropical Agricultural Fest – Will be spent on the next festival The remaining \$1,588.76 will be spent on video equipment (camcorder and tripod)
The Women's Park	7,010.40	\$3,000 allocated for window tinting for the gallery and \$4,000 for the purchase of draperies and track for the meeting room wall and doorways
Tree Fund	96.88	Allocation pending additional donations
Tropical Equestrian	2,467.64	Allocated for the purchase of maintenance equipment