



# Recreation & Cultural Affairs Committee

May 12, 2008

Prepared by: Nelson Diaz

## EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	5/12/2008		Presentation titled <u>ADOPT-A-PARK PROGRAM</u>
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# ADOPT-A-PARK PROGRAM

GROWING OUR FUTURE TOGETHER

# History

- On June 22, 2004, the Operating Agreement between Miami-Dade County and the Parks Foundation was approved by the Board of County Commissioners
- On October 19, 2004, the Board of County Commissioners passed a resolution directing the County Manager to establish an adopt-a-park program encouraging neighborhood groups and businesses to take a more active role in assisting with the general care and maintenance of their local park
- In April 2005, the Adopt-a-Park and Fundraising office was established and 1 fulltime administrator hired.

# The Parks Foundation of Miami-Dade

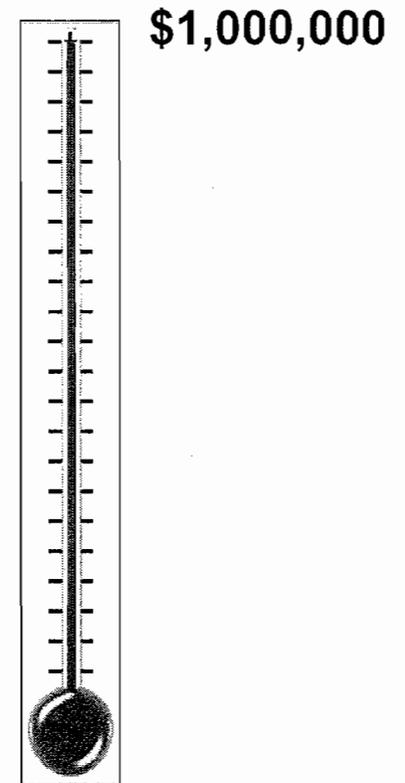
- The Parks Foundation has been an active partner in our endeavors to:
  - Fundraise
  - Identify potential board/committee members
  - Solicit more corporate partners
  - Supported Great Parks Summit and various other special events

# Next Steps for Foundation/Department

1. Develop joint strategic marketing plan and set FY 08-09 goals (Increase endowment, increase size/reach of Board, seek dedicated funding, seek increased annual giving, and develop membership plan)
2. Market giving opportunities through website email distribution, flyers, brochures, and special event booths by corporations, partners and volunteer groups
3. Conduct staff development training
4. Reconnect with past contributors
5. Enhance volunteer recognition by implementing a more formalized and graduated recognition system - Host an annual volunteer appreciation dinner funded by the Parks Foundation in April 2009.
6. Secure commitments for sponsorships of signs, scoreboards, Haulover, DCA, Palmetto Mini-Golf, Nature Centers

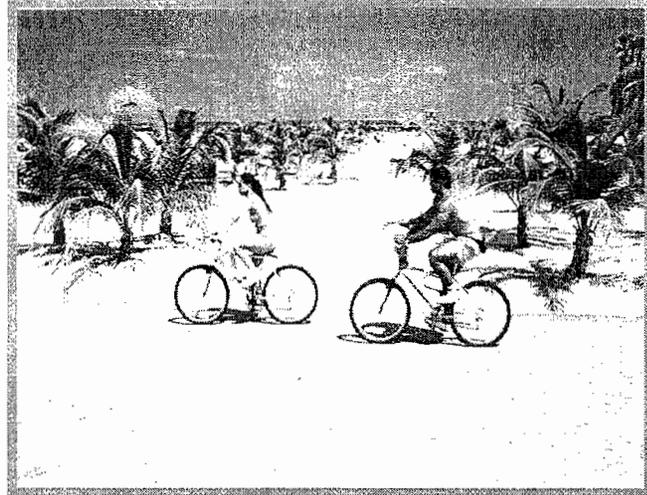
# Fundraising Office Performance

- Year 1: \$77,900
- Year 2: \$269,500 (29% increase)
- Year 3: \$581,700 (46% increase)



# Adopt-A-Park Program

- The Adopt-A-Park Program is reaches out to our community and promotes Green Giving
- There are a myriad of ways large and small-to help beautify and enhance our parks



# Adopt-A-Park Program

- Adopt-A-Park is an umbrella that encompasses many Green Giving opportunities:
  - Adopt-A-Bench
  - Adopt-A-Tree
  - Volunteer Opportunities
  - Adopt-A-Dog Park
  - Adopt-A-Program (Scholarship program, leisure access equipment and programming, educational opportunities)

# Unlimited Opportunities

- Corporations and individuals alike can Adopt-A-Park. Financing and or committing volunteers for projects such as:
  - Planting trees
  - Litter removal
  - Replacing bleachers at our ball fields
  - Supplying agility equipment for our dog parks
  - Provide interpretive signage along nature trails
  - Sending a child to summer camp
  - Participate in a matching scholarship program

# Adopting a Park

Some of the entities who have already made a difference within our park system include:

- Neighborhood organizations
- Corporations
- Civic and Church groups
- Schools
- Scout Troops
- Non-profits
- Families and Individuals



# Recent Adopt-A-Park Events

**San Jacinto Park – October 10 & 27, 2007:** Little Gables Homeowners Association planted native trees, mulched, and pulled weeds in the park.

**Hammocks Service Area – November 3, 2007:** The Teen Program participated in tree planting and painting.

**Norman & Jean Reach Park – November 6, 2007:** Girl Scout Troop #216 cleaned along all of the fence lines and the playground area picking up litter and debris.

**Continental Park – December 8, 2007:** The Continental park Teen Program mulched, weeded, and removed exotic vegetation.

**Amelia Earhart Park – January 12, 2008:** On January 21st, 2008, Boy Scouts of America cleaned and picked up debris and garbage collection.



**Modello Park - March 21, 2008:** Modello Leisure City Optimist Club, Richmond Perrine Optimist Club and Modello Community mulched trees, raked leaves, pruned trees, removed weeds from the baseball field, and raked the tot-lot.

**Country Club of Miami Tot Lot – March 22, 2008:** Boy Scouts of America picked up palm fronds, garbage and debris from the playground, picnic shelter and along the fence lines.

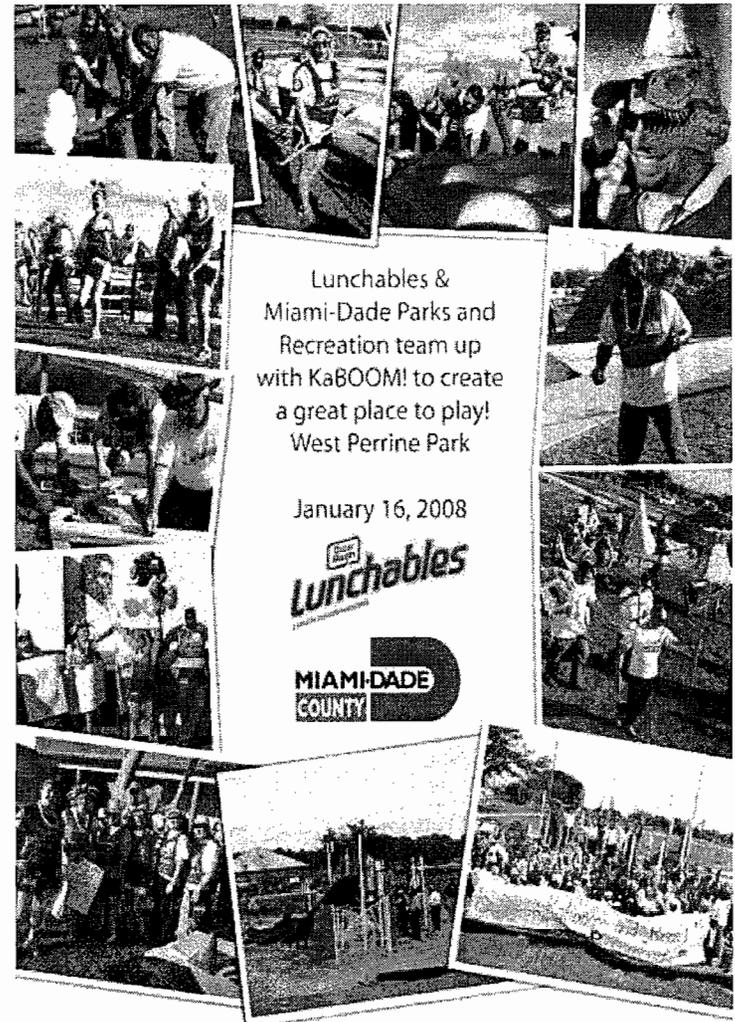
**Camp Matecumbe – April 12, 2008:** Teen groups from Continental assisted in painting dorms and removal of exotic vegetation.

**Amelia Earhart Park – April 26, 2008:** 125 University of Miami Athletes, Coaches and Professors spent the day doing maintenance work at The Mountain Bike Trails, picking up debris around the lakes, Disc Golf Course, Special Event Area and Dog Park Areas.



January 16, 2008

- A non-profit that builds playgrounds in at-risk neighborhoods across the country teamed up with funding partner Kraft Foods (Lunchables)
- Along with numerous volunteers, we built a playground at West Perrine Park in one day



Look what you accomplished in one day...

Imagine what is possible tomorrow!

Stay in touch at [www.kaboom.org](http://www.kaboom.org)



- NARS cosmetics is an example of a corporation who made a big difference
- NARS recently made a substantial donation to Haulover Park
- They made possible an event that garnered volunteer support
- Volunteers planted a large area of flowering trees between the parking lot and the beach



# University Of Miami

- Miami-Dade Parks has partnered with the University of Miami on its 2008 Fit To Play Summer Camp program.

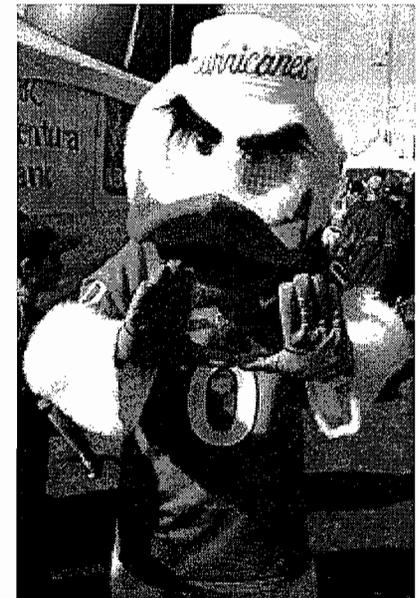
- \$50,000 in-kind value of services/products



- The partnership includes the following UM departments: U Health, Athletics, Government Affairs, Communications, and Medical Communications.

- Facilitate mini-health fairs in our parks promoting education, raising awareness, and providing interactive presentations on exercise, good nutrition, hand washing, sun protection, injury prevention, stress reduction, and more.

- Student-athletes, coaches and staff will make appearances at various summer camp locations including various sites across the County, speaking to kids about a positive, winning lifestyle.





- We recently partnered with US Paralympics to produce local events to increase community awareness, provide mentoring, and provide scholarships for Miami-Dade hopefuls and trainers to attend training events in Colorado Springs.
- Our joint mission is to increase opportunities for children and adults with physical disabilities in Miami-Dade County to participate in sports, recreation, and competitive athletics.
- We will be sharing resources, equipment, facilities, and staff, co-planning events, submitting grants, and implementing training, competition, and camps to teach adaptive sport techniques.

# Adopt-a-Park Website

ADOPT-A-PARK

INVOLVEMENT

ADOPT-A-BENCH

ADOPT-A-DOG PARK

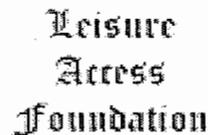
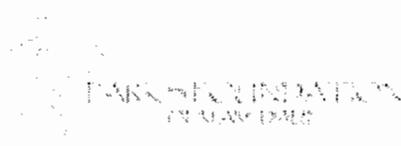
ADOPT-A-PROGRAM

VOLUNTEER

ADOPT-A-TREE

# ADOPT-A-PARK

*~growing the future...together~*





# ADOPT-A-PARK

*growing the future...together*

VOLUNTEER

DONATE

HOME ADOPT-A-PARK INVOLVEMENT ADOPT-A-BENCH ADOPT-A-TREE ADOPT-A-DOG PARK ADOPT-A-PROGRAM

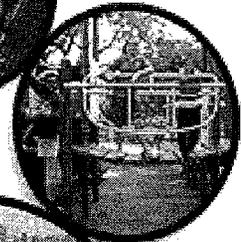
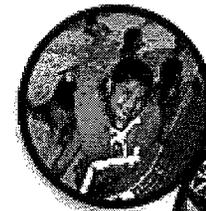
## Adopt-A-Park

*To get involved today, call 305.755.7804 or [click here to e-mail our office](#)*

The Adopt-A-Park campaign offers many green-giving opportunities. Whether you choose to help through the donation of a financial gift, an in-kind gift, through sponsorship opportunities, by supporting a special event, by volunteering, or through an ongoing corporate partnership, your support increases public awareness of the importance of protecting our natural resources, generates pride in our park system and demonstrates a commitment to our community.

The department has recently completed a new vision for the future of Miami-Dade County - The Park and Open Space System Master Plan. The Master Plan is a broad policy framework and vision for a more livable, greener, healthier South Florida. It describes an innovative way of thinking about the public realm: parks, public spaces, natural and cultural areas, greenways and water trails, and streets. This Master Plan foundation is one of social, economic and environmental sustainability - principles that will guide all decisions we make well into the 21st century.

Your contribution will go toward building a great park system that plans and designs the principles of health, equity, access, beauty, seamlessness and sustainability into our communities.





# ADOPT-A-PARK

*growing the future...together*

VOLUNTEER

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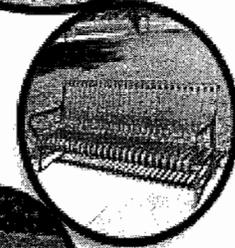
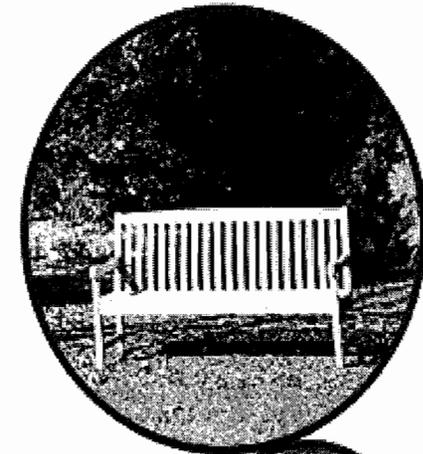
## Adopt-A-Bench

*To get involved today, call 305.755.7804 or [click here](#) to e-mail our office*

**Adopt-A-Bench** presents the opportunity for donors to beautify a park with a six foot park bench to remember a special person or give a unique gift to celebrate a birth, birthday, anniversary or other special occasion.

Purchase a bench today for \$3,500. There are two stately bench alternatives - a recycled plastic and an all-steel bench, each proudly displaying a permanent 2" x 10" recessed plaque. The donation lasts for the life of the bench (~ 10 years).

Donors are recognized in writing by the Miami-Made County Park and Recreation director and presented a certificate displaying the donor's name, installation date, memoriam information, and the park name where the donated bench is located.





# ADOPT-A-PARK

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HOME ADOPT-A-PARK INVOLVEMENT ADOPT-A-BENCH ADOPT-A-TREE ADOPT-A-DOG PARK ADOPT-A-PROGRAM

## Adopt-A-Tree

*To get involved today, call 305.755.7804 or [click here](#) to e-mail our office*

**Adopt-A-Tree** offers participants the opportunity to make living donations to the park of their choice, with the tree of their choice. For \$750, donors may choose among five beautiful trees and give the gift that keeps on growing.

The trees are ~8' x 10' and will be planted annually during the months of May and June. The exact location of the tree will be determined by park staff after considering soil suitability, area use, species compatibility to soil type and predominant existing trees, and compatibility with use areas. Trees will be staked and mulched at planting, and a tree guard installed and maintained.

Donors are recognized in writing by the Miami-Dade County Park and Recreation director and presented a certificate displaying the donor's name, installation date and memoriam information.



PURPLE TABEBUIA



BULNESIA ARBOREA



LIVE OAK



# ADOPT-A-PARK

*growing the future...together*

VOLUNTEER

DONATE

HOME ADOPT-A-PARK INVOLVEMENT ADOPT-A-BENCH ADOPT-A-TREE ADOPT-A-DOG PARK ADOPT-A-PROGRAM

## Adopt-A-Dog Park

To get involved today, call 305.755.7804 or [click here](#) to e-mail our office

Let your dog show you how much fun you can have at a Miami-Dade park.

Our dog parks and dog-friendly parks have been a great success, but there is more work to be done. Dog agility equipment including hurdles, obstacles, tunnels, chutes, and ball launchers as well as specially designed drinking, spray fountains and benches are still needed.

### Dog-Friendly Parks

- [Acadia](#)
- [Deerwood](#)
- [Kings Meadow](#)
- [San Jacinto](#)
- [Spanish Lakes](#)
- [West Kendale Lakes](#)
- [Biscayne Shores and Gardens](#)
- [Kevin Broils](#)
- [Rockdale](#)
- [Snapper Creek](#)
- [Tamiami Trail North](#)
- **The list keeps growing...**

### Popular Dog Parks

- [North East Regional Dog Park](#)
- [Amelia Earhart](#)

### Dog Run

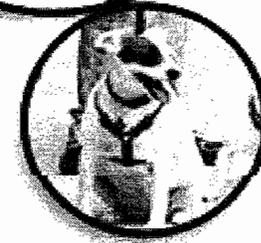
- [Lago Mar](#)

Dog-friendly parks allow pet owners to enter the park with their leashed dogs. These parks will have signage designating them as such. In addition, there are bag dispensers and waste baskets located throughout the parks for your convenience.

Thank you for your interest in enjoying our parks with your four-legged friends! Please donate, tell your friends about the dog park campaign, and sign up for updates on the dog park's progress.

Whether you give a donation or volunteer...

your support will make a difference



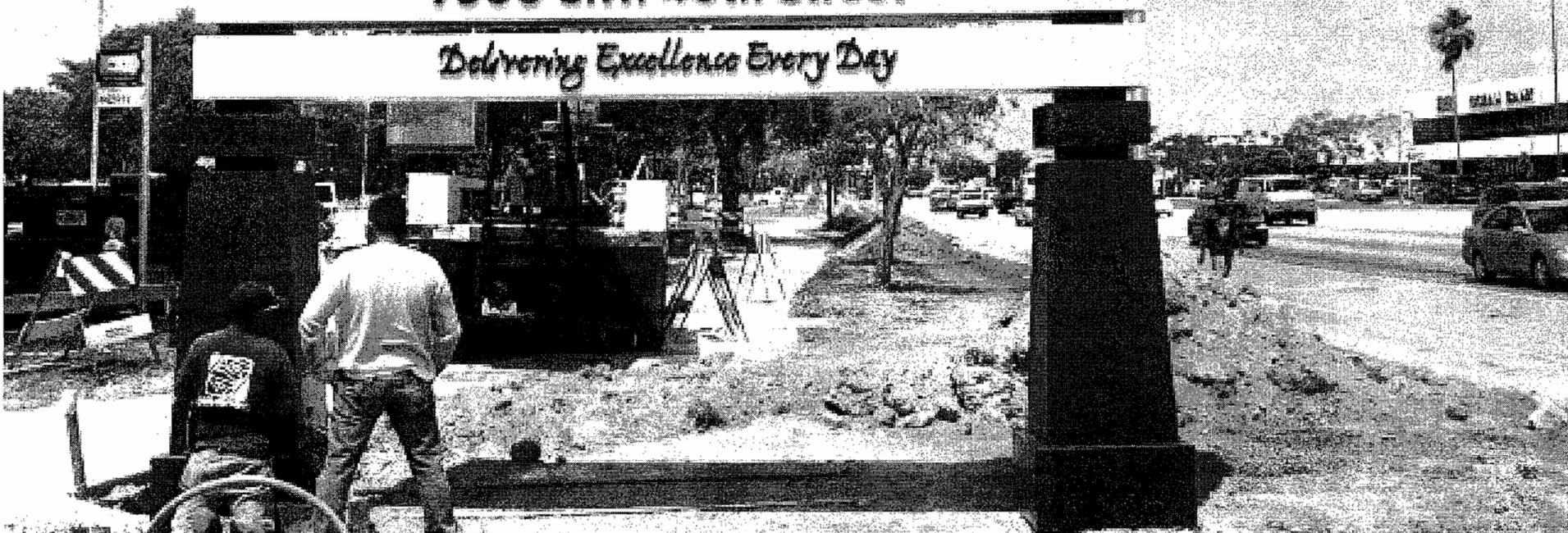
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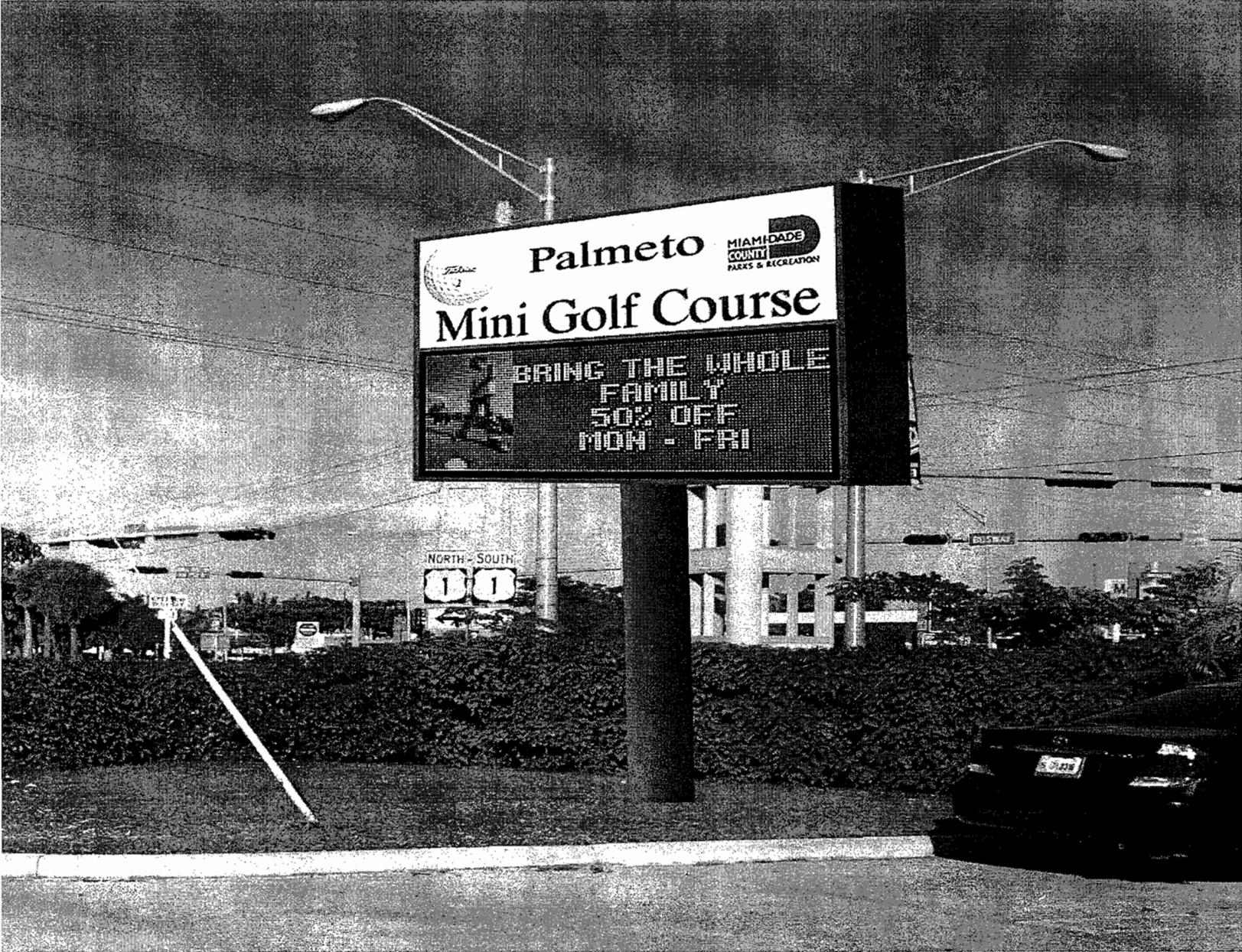


# Tropical Park

7900 S.W. 40th Street

*Delivering Excellence Every Day*





*Palmeto*  
**Palmeto**  
**Mini Golf Course**

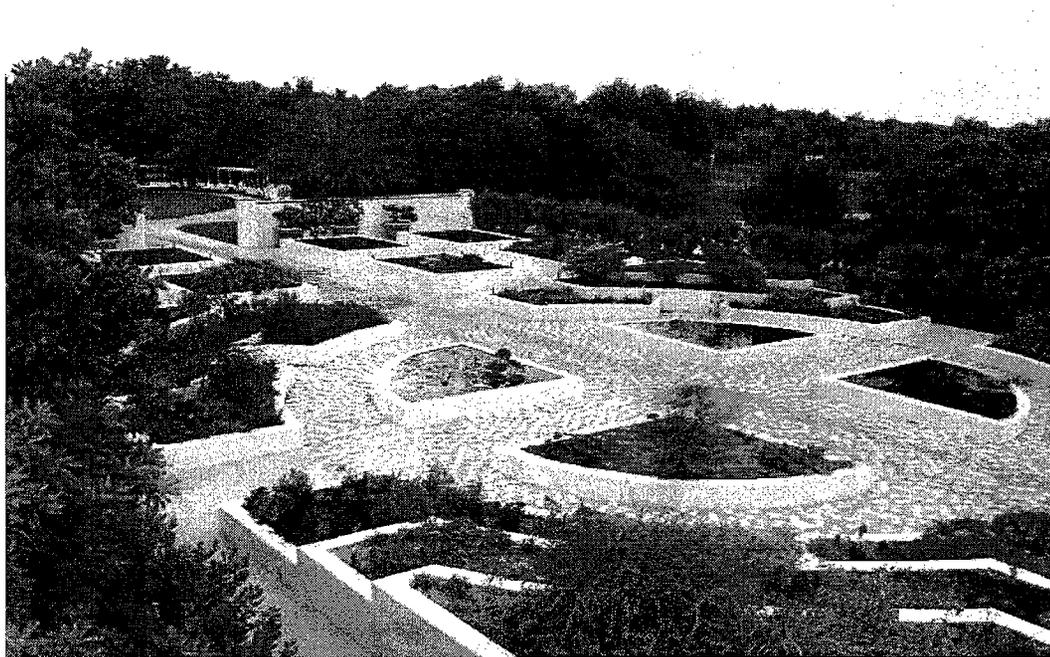
MIAMI-DADE  
COUNTY  
PARKS & RECREATION

BRING THE WHOLE  
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NORTH - SOUTH

DOORWAY

5-0122



# QUESTIONS