

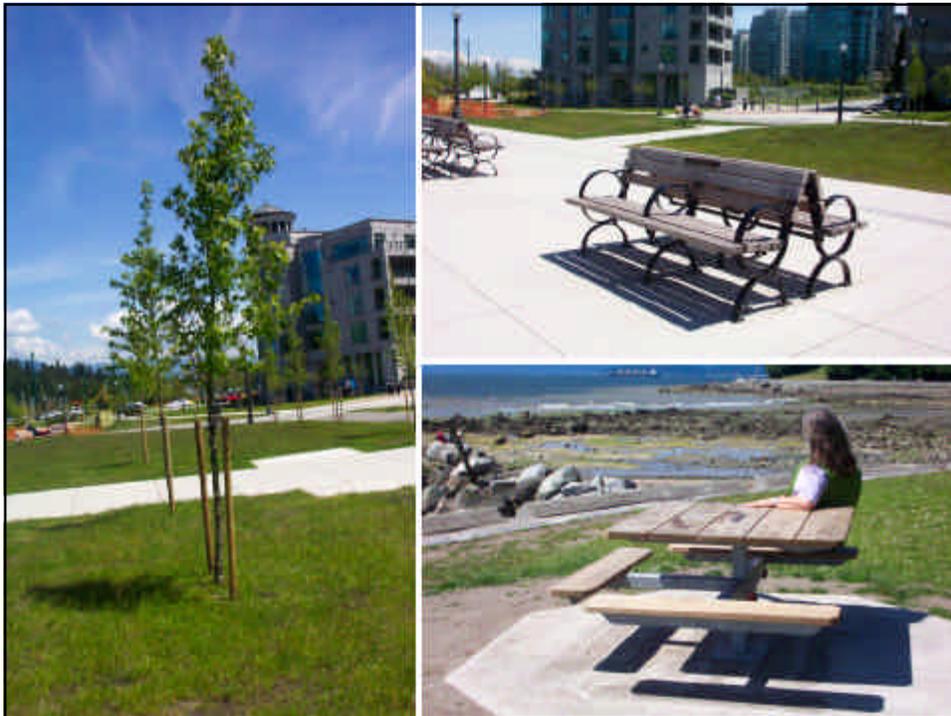
Fund Raising

Recommendation

THAT the Board approve the following strategies to improve the fund raising initiatives for Parks and Recreation programs:

Gift For Parks Program

- A.** Increase fees for benches, picnic tables, flag poles, water fountains, bike racks and trees effective July 1, 2004 to reflect inflationary increases and hereafter adjust the prices annually as required; introduce a price premium on waterfront and feature park locations.
- B.** Establish the length of the donation contract at 10 years for all newly donated park amenities, with a grandfathered 10 year clause for existing amenities.
- C.** Create a one-year contract Fund Raising/Development Consultant position to enhance the current Gifts for Parks Program, coordinate grant applications, implement and promote new fund raising initiatives both directly for the Park Board and with its community partners. The classification and compensation of this position is subject to review by the General Manager of Human Resources.
- D.** The costs of a one-year contract Fund Raising/Development Consultant position and other collateral marketing materials and services be covered by the Park Amenity Reserve Account up to a total of \$110,000.



Gifts for Parks

- **Started 1986**
- **Donations to enhance park services**
- **\$3 million to date**
- **100+ donations per year**
- **popular program**

Vancouver Board of Parks and Recreation

Gifts for Parks

Terms of Donor Contracts – Current

- **guaranteed maintenance first 10 years**
- **disposition at sole discretion of Park Board**
- **no action take at end of 10 years unless donated item needs removal or repair**
- **500 benches 10+ years old**
- **demand vs. supply**
 - **wait list over 100**
 - **locations**
 - **operations issues**

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Gifts for Parks

Terms of Donor Contracts – Proposed

Existing Donations (paid before July 1)

- **Continue to honour all original 10 year maintenance contracts that are still in effect**

(Park Board covers repairs)

- **Apply grandfather clause to all amenities (except trees) as follows:**

- 1986-1993 - choice of new bench or plaque
- *1994-2004 - 10 year guaranteed; can renew contract current at maintenance cost only
- July 2, 2004 onwards - new contract terms in effect

* addendum: *ten-year maintenance cost is currently set at \$800*

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Gifts for Parks

Terms of Donor Contracts - Proposed

New Donations (after July 1)

- **10 year repair/replacement contract**
- **at end of 10 years, donor notified then gets first refusal to rededicate at current price or removal**
- **premium for location**

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Gifts for Parks

Costs and Fees

- **catch up since 1993**
 - costs increased
- **new standard bench**
 - Victor Stanley model
- **Average 4% annual increase plus 10 years maintenance**
- **In line with other municipalities**

Vancouver Board of Parks and Recreation

Gifts for Parks

Fee Increases - Benches

	Total Cost	Current Fee	Proposed Fee
New Standard Bench	\$2,950	\$2,500	\$3,500
Premium Bench Location*	\$2,950	\$2,500	\$4,000
<i>* waterfront, feature park</i>			
Comparables - benches	\$1,600 (CDN) to \$20,000 (US)		

Vancouver Board of Parks and Recreation

Gifts for Parks

Fee Increases - Other Amenities

	Total Cost	Current Fee	Proposed Fee
Picnic Table	\$2,500	\$1,800	\$3,000
Water Fountain	\$5,500 to \$7,000	\$3,500 avg.	\$6,600 to \$8,400
Flag Pole	\$5,000 to \$5,350	n/a	\$6,000 to \$6,400
Tree	\$1,000	\$500	\$1,200
Bike Rack	\$2,175	n/a	\$2,600
Comparables - tables	\$1,850 to \$2,800		

Fund Raising

- **Success to date**
 - Obtaining revenues in support of capital improvement projects
 - Directly and through community partners, government
 - 2002 - \$2.7 million
 - 2003 - \$5.0 million

Fund Raising

- **Dedicated resource required**
 - Experienced, results
- **Plan**
 - Streamline Gifts for Parks
 - Coordinate grant applications
 - Explore, implement new opportunities:
 - Planned giving
 - Bequests
 - Philanthropic gifts
 - Endowments
 - Foundation

Vancouver Board of Parks and Recreation

Fund Raising

- **Source of Funding**
 - Park Amenity Reserve Fund
 - To maximum of \$110,000
- **Evaluate position after one year**
 - Gifts for Parks
 - Grant Applications
 - Other opportunities
- **Report back to Board**

Vancouver Board of Parks and Recreation

Fund Raising

Conclusion:

- Realize potential of “Gifts for Parks” program
 - Increased awareness of park, recreation benefits
 - Increased options for resident participation
- Leverage additional financial opportunities for parks and recreation program

