



Neighborhood Safety and Stability Subcommittee
3/11/08

This packet contains handouts that were distributed at the Neighborhood Safety and Stability Subcommittee meeting on March 11, 2008 and includes the following item:

- Friends of the Park power point presentation



Public Record Information Packet Checklist

Meeting Information

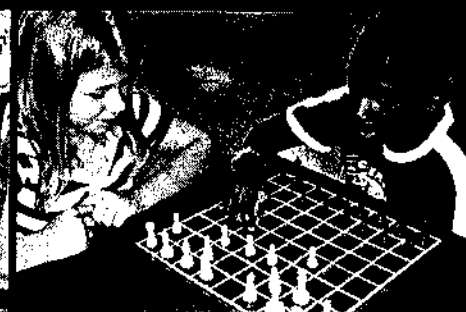
Subcommittee and Workgroup Name	NSS <i>Market/Me</i>
Date of Meeting	3/11
Information Provided By	<i>Savage</i>

Please check off what is supplied in the Public Record Information Packet for this meeting (put n/a if appropriate):

Agenda	<input checked="" type="checkbox"/>
Handwritten Minutes	<i>n/a</i>
Typed Minutes	<i>n/a</i>
Handouts	<input checked="" type="checkbox"/>
Sign-In Sheets	<i>n/a</i>
Comment Cards	<i>n/a</i>

handouts

Friends of the Park
Jacksonville



- Largest Park System
 - Largest to the Best
 - Improve quality of life



- Parks Task Force 2004-2005
 - Recommended Friends of the Park
 - Recommended outside partners
 - Recommended staff dedicated to development
- Crime Statistics Worsen
 - Day of Faith; recommended partners with other agencies, organizations, non-profits, companies
 - Jacksonville Journey

- Promote public/private partnerships to fund, support and maintain Duval County parks and/or community centers in need



- Enlist corporate, civic, and celebrity support to expand and enhance JaxParks existing FRIENDS OF THE PARK program
- Identify and pursue opportunities to promote this public/private partnership, including establishment of a 501c3 nonprofit organization for FRIENDS OF THE PARK as recommended by Parks Task Force and currently outlined in JaxParks Community Relations proposal
- Ensure long-term local commitments to the maintenance, upkeep and programming of all parks facilities

- The Mayor's Office, JaxParks Advisory Board and Jacksonville Journey representatives will approach local corporate and civic leaders, asking for sponsorship of one of eight targeted community centers in "hot spots"



- Each entity will provide funding, volunteer man hours or both, to refurbish, reopen, program and/or beautify the targeted locations
- Local retired professional athletes and/or Jacksonville Jaguars players will also be asked to co-sponsor FRIENDS OF THE PARK
- Media events will be planned and executed to publicize the FRIENDS OF THE PARK initiative
- A 501(c)3 nonprofit will be established through FRIENDS OF THE PARK to streamline funding and coordinate sponsorship/volunteers, as recommended by the Parks Task Force and proposed by JaxParks Community Relations Office

CORPORATE LEADERS

- Winn-Dixie
- CSX
- Blue Cross Blue Shield of Florida
- SteinMart
- Bank of America
- Baptist Health Care
- Other Identified Corporations



CIVIC LEADERS

- Junior League
- Garden Clubs
- Fraternities/Sororities – (Alpha Kappa Alpha, Alpha Phi Alpha)
- Neighborhood Associations
- Service providers

LOCAL CELEBRITIES

- Retired Professional Athletes
- Jaguar Players

The City's Parks Department has identified eight in-need community centers located in Duval County "hot spots":

- **Beverly Hills Park**
- **Charles Clark Park & Pool**
- **Emmett Reed Park**
- **Forestview Park**
- **Joe James Center**
- **Johnnie Walker Park**
- **Mary Lena Gibbs Community Center**
- **Murray Hill Art Center**



The City's Parks Department recommends that corporations be challenged to sponsor their assigned park/center via four potential means of support:



- **Monetary Donation(s) - \$100,000 - \$150,000 for a 10-year commitment**
- **Commitment of Volunteer Man Hours**
- **Voluntary Matching Gift Program**
- **Sponsorship of newly created Intramural sports program for city parks**
- **Sponsorship of newly created Camp Jacksonville**

- **Corporations will be asked to establish employee matching gift programs for their assigned park/center**



- **Employees may contribute volunteer time and/or monetary gift**
- **Corporations will match that employee donation at 50%**
- **Corporate commitment capped at \$150,000 per location; employee time at 8 hours per year**
- **Naming rights program will be established; tying corporate name/logo to assigned park and center**

Targeted Nonprofits, Civic Groups, Service Providers, Greek Organizations, Neighborhood Associations



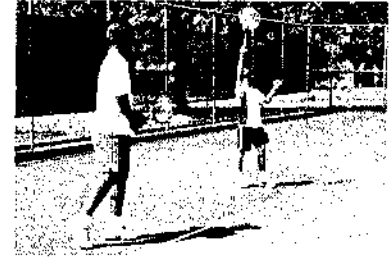
- Monetary support and/or volunteer man hours will be requested
- Service providers will establish programs/services, such as educational and skill-based activities for Club Rec after school to compliment the recreational components provided through JaxParks.
- Groups will contribute on a sliding scale determined by budget/resources
- Groups can co-sponsor a park/center with a larger corporation

Local Retired Professional Athletes/Jacksonville Jaguars



- Celebrity athletes will be asked to form coalition supporting FRIENDS OF THE PARK
- Athletes will pledge the support of their foundations to this effort
- Fundraiser with pro-athlete celebrities to be held supporting FRIENDS OF THE PARK
- Pro athlete organization can co-sponsor a park with larger corporation; assist in implementation of JaxParks' proposed intramural program

- JaxParks recommends the establishment of a 501c3 nonprofit organization to incorporate FRIENDS OF THE PARK



- Nonprofit would have its own website and fundraising arm
- Nonprofit would coordinate volunteer, sponsorship and funding, and submit to JaxParks for beautification, maintenance and programming efforts for city's parks and centers

RECOGNITION

- Public recognition of pledged support via the Mayor's Office/Jacksonville Journey/JaxParks Advisory Board
- Corporate logo/plaque/sign prominently and permanently placed at assigned location; naming rights to be negotiated
- Long-term investment in Northeast Florida paying dividends in reducing city's crime rate; helping attract and retain new employees to corporation
- Public relations opportunity to promote company's image as responsible, caring corporate citizen with stake in overall well-being of community



Media Relations Launch

- News conference announcing expansion of JaxParks' current FRIENDS OF THE PARK program
- Event to feature corporate/civic leaders, Mayor Peyton, pro athletes, local celebrities
- Area children/families will also be invited to press event



Ongoing Media Relations Campaign

- Follow up stories pitched; featuring corporations/employees donating time and money to parks/centers
- Follow up stories pitched; showing “then” and “now” of closed centers vs. open, refurbished parks and centers
- Pro athlete celebrity fundraiser pitched and covered in local media
- Develop Friends of the Park Website with capabilities for online donations, view streaming video, sign up for volunteer activities, etc.

Award Opportunities

- More media coverage attained through creation of awards/recognition ceremony for biggest corporate and civic contributors to FRIENDS OF THE PARK

- Eight community centers are located in city's "hot spots"
- Eight additional centers are unstaffed and available for partnership

TOTAL: \$2,500,000 corporate commitment 10 years



- Naming rights associated with regional parks

TOTAL per park: \$250,000 corporate commitment for 10 years

- JaxParks proposes establishment of a citywide intramural sports program for youth

TOTAL: \$ 800,000 corporate commitment per year

- JaxParks will establish Camp Jacksonville to serve youth in area "hot spots"

TOTAL: \$90,000 per camp site

(NOTE: This is only JaxParks cost, does not include Duval County School Board cost)

