

2013 - 2014 Seattle City Council Statement of Legislative Intent

Ready for Notebook

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Budget Action Title: DPR and ARC Fundraising

Councilmembers: Bagshaw; Burgess; Rasmussen

Staff Analyst: Norm Schwab

Date		Total	SB	BH	TR	RC	TB	NL	JG	SC	MO
	Yes										
	No										
	Abstain										
	Absent										

Statement of Legislative Intent:

The Council requests that DPR and ARC present a report on a combined and coordinated fundraising strategy to the Council’s Parks and Neighborhoods Committee by May 1, 2013. In preparing the report, the Council requests that DPR and ARC conduct an assessment of best practices in other parks departments to inform the strategy, including an analysis of successful funding sources in other locales.

The Council also requests DPR and ARC to provide progress reports on the fundraising efforts at the end of each subsequent quarter in 2013 – June 30, September 30 and December 31.

Background:

The Council recognizes that in order to improve the success of fundraising efforts for parks and recreation programs that the Department of Parks and Recreation (DPR) will be contracting with the Associated Recreation Council (ARC) to raise \$300,000 over the 2013-2014 biennium. DPR will provide ARC \$75,000 in General Subfunds per year for the biennium to cover ARC’s staffing, and after 2014 ARC’s fundraising efforts will become self-sustaining. DPR believes that donors, in particular corporate donors, will be more inclined to give money to a non-profit entity than to the City directly.

Concurrently, DPR is reorganizing its own staff in the partnerships units, contracting unit, and recreation division to handle various aspects of fundraising, partnerships, and grant writing. A new manager in the recreation division will be tasked with developing partnerships and grants focused on programming and service delivery.

While these changes have the potential to increase resources to support parks programming, they also have implications for changing the face of Seattle parks. With many efforts underway simultaneously at ARC and DPR, coordination on strategy and implementation will be important. Even within DPR itself, coordination between different divisions and functions will be needed. The

Council desires to monitor this effort closely to ensure its success and to provide policy guidance on issues that could change the appearance, operations, and use of Seattle parks.

Responsible Council Committee(s): Parks and Neighborhoods

Date Due to Council: First Report - May 1, 2013

Progress Reports - June 30, September 30 and December 31, 2013