

# Partners of Parks Strategic Plan Outline 2018-2020 “Bringing People to Parks Programs”



June 2018

## Mission Statement

- Partners of Parks supports the City of Long Beach Parks, Recreation and Marine programs by managing strategic partnerships and seeking development opportunities that support PRM activities especially benefiting Long Beach teens, seniors, and economically disadvantaged children.

## What We Do

- Partner and support PRM initiatives and the community groups who benefit PRM assets and programs
- Advocate for expanded programming and upgraded parks infrastructure
- Support City Council specially funded projects involving PRM assets and programs
- Seek out sponsors and donors to help restore, support or create new PRM programming, especially for teens and seniors
- Fundraise to provide scholarship monies that allow families-in-need to sign up children for fee-based recreation classes, camps and lessons
- Working with PRM, serve as a strategic partner to industry and non-profits working with the City to manage their donations that benefit other PRM assets or programs

## The Pillars of Partners of Parks - 2018-2020



### POP’s Signature Program: “Youth Scholarship Program”

- This Youth Scholarship Program, which POP has operated for many years, provides funds to enable children to attend fee-based recreation classes, such as Top Chef and LEGO Creator day camps, music lessons, tennis classes and more.
- *This program helped more than 50 families in 2017 – growing this campaign is a strategic priority for the board*
  - Note: Funds dedicated to this program need to account for staff hours to coordinate and manage PRM registration and payment processing
- Future Goal: Incorporate “Youth Scholarship Program” donation line into all PRM online registrations

### Strategic Pillar: Teens

- Overview
  - Due to budget cuts over the past decade, teen centers and programs have been closed and programming specific for teens reduced or cut entirely
- Opportunities:
  - Funding closed/new Teen Centers
  - Computer/technology for Teen Centers
  - Teen-focused recreational sports programs: What happens to students not good enough to play in school or club/travel but still love sports?
  - Other programs and activities designed to keep teens active and positively engaged

### Strategic Pillar: Seniors

- Overview
  - Due to LA County funding protocol, we have a limited number of senior meal programs in Long Beach, and transportation programs are underfunded or not available
- Opportunities:
  - Fund transportation programs for seniors to reach meal, activity centers as requested by PRM
  - Fund identified senior meal programs (although getting seniors to existing, funded programs will cover this)
  - Assist with other programs that promote independent living for our seniors

### Strategic Pillar: Youth Scholarship Program

- Overview
  - This program supports Parks Equity initiatives by providing funds for underserved families to sign up for fee-based PRM classes
- Opportunities:
  - Expand reach: Connect with LBUSD re: connecting availability to Title I schools
  - Expand awareness: Check-box fundraising on PRM website, outreach to community organizations
  - Expand funding: Pursue endowments from organizations interested in LA '28 efforts

### Strategic Pillar: Partnerships

- Overview
  - The Parks' partners are POP's partners!
- Opportunities:
  - Corporate Partnerships - Provide support to businesses looking to improve the Long Beach community through Parks donations, as reviewed and approved by board
  - Parks "Friends"/Organizations (PRM Assets) - Provide 501(c)(3) donation availability for groups working with PRM, etc. as reviewed and approved by board
  - Council Districts - Support council's park-related, event-funding efforts when needed or requested, as reviewed and approved by board

### Strategic Pillar: Fundraising Opportunities

- Overview
  - Several City-connected programs can form a consistent revenue stream
- Opportunities:
  - "Adopt a" programs - Work with PRM on bench and other donation efforts
  - Lone Sailor, other monuments - Manage and grow donation efforts for LB monuments honoring Veterans
  - Veterans Monuments- Manage and grow donation efforts for Long Beach Monuments
  - Long Beach City Store (online) - Create and manage city's logo store

### Key Initiatives - 2020 Vision and Path

- "Youth Scholarship Program" Management/Expansion to 5,000 Children's Classes Annually
- Fundraising Plan - Long-Term Initiatives

- Board Development
- Senior Program Support
- Database Review and Management
- Cost Analysis: Contributions of funds and time to PRM programs
- Future Management / Staffing Needs