



City of Alexandria

PARKnerships Program

Park and Recreation Commission Meeting

March 20, 2025



Agenda



1. Background Information
2. Areas of Focus
3. Questions and Contact Information



Background Information

- Before the PARKnership Program, community group partnerships were viewed as a valuable means of connecting with residents around a shared vision for Alexandria's parks and programs.
- In 2015, the PARKnership Program was launched to establish partnerships with community organizations for one-time or ongoing donations of money, time, or resources to the Department.
- The PARKnerships Program represents the City's first concerted effort to streamline and actively pursue partnerships.
- The PARKnership Manager was hired in February 2016 to oversee and guide the program.



Background Information

- We currently have partnerships that:
 - ▶ Support specific capital improvement projects identified in Park Framework Plans
 - ▶ Coordinate and staff educational or interpretive park or recreational programs
 - ▶ Conduct research on the park's natural resources
 - ▶ Provide ongoing volunteer maintenance of trails
 - ▶ Maintain a garden located on public property
 - ▶ Construct a kayak launch and more...

Sponsorships

Living Landscape Fund

Adopt-A-Bench

Volunteers

Partnerships

Adopt-A-Park

Community

Matching Fund

Area of Focus



Sponsorships

- As an individual, group, or business, you can support RPCA by providing a one-time or on-going donation of money or time/labor and other applicable recourse.
- Sponsorship may include a quid pro quo agreement, such as featuring your logo on a sign, sports program, or t-shirts in exchange for a donation.





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- Support a park, recreation center, or field through monetary or in-kind donations.
- Donations can be designated for a specified site and made by individuals or organizations.





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Adopt-a-Bench

- Residents and organizations can donate to the fund and adopt a bench.
- This offers a meaningful opportunity to honor a friend or loved one by dedicating a bench in one of our parks.
- Proceeds from the bench program support the Living Landscape Fund, helping to fund park improvements.



ALX Dog Walk 2023
Be Loyal to the Planet
Bark on!



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Volunteers

- Many City programs rely on volunteer support to provide essential services to residents.
- Volunteers are valued members of the Alexandria community, making meaningful impact through their service.
- The PARKnerships Program serves as a liaison within the department, connecting volunteers with opportunities in our parks and facilities.

VOLUNTEERS





Area of Focus

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Partnerships

- A partnership is a collaborative effort between two or more parties working toward a common goal, such as capital improvements or program enhancements.

In FY 2024 we had a total of 32 partnerships, including:

- Miracle League Scoreboard
- Alexandria Soccer Association – Bottle Fillers at Ben Brenman and Ft. Ward turf soccer fields
- Hoop Life – Free basketball and e-sports programming
- Eagle Scout Projects – Outdoor seating for seniors and beautification of public spaces.





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Adopt-a-Park

- The Adopt-a-Park program is a collaborative effort between the Commonwealth of Virginia, the City of Alexandria, and residents to enhance the appearance and condition of Alexandria's small urban parks and open spaces.
- Community groups commit to monitoring and cleaning their adopted park at least once a week from April through November, helping to maintain and beautify these vital community spaces.





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The Community Matching Fund

- RPCA established the Community Matching Fund with the approval of the FY 2017-FY 2026 Capital Improvement Budget.
- In FY25, RPCA will give 1:1 matching award in an amount up to \$50,000, which allows a minimum of two selected proposals. Awards may vary given in any amount between \$5,000 (for project totals of \$10,000) to \$50,000 (for project totals for \$100,000).
- The Fund promotes collaborative partnerships among City of Alexandria community organizations.





FY2024 Annual Report

- Covers the timeframe of July 1, 2023 – June 30, 2024
- Captures connections in all focus areas
- Opportunity to highlight volunteerism and contributions to the Living Landscape Fund.

PARKnships

Annual Report | FY2024



DEPARTMENT OF RECREATION, PARKS & CULTURAL ACTIVITIES



PARKnships: By the Numbers

- Major increases in volunteers and volunteer hours are the result of an increase in participation.
- Major contributions in FY2024 include scoreboard, Community Matching Fund Project.
- The work value is currently \$33.49 based on the current figure from Independent Sector with the Do-Good Institute.

	FY23	FY24
Volunteer Hours	1,547	3,689
Volunteers	2,367	4,822
Work Value	\$50,416	\$123,163
New Partnerships	25	32
Contributions	\$32,343	\$136,411
Adopt-A-Bench	18	22



Questions?

Connect with Us!

1. Visit the Webpage:

- ▶ <https://www.alexandriava.gov/PARKnerships>

2. Reach Out With Questions:

- ▶ Lucresha Murphy-Tate, PARKnership Manager
Department of Recreation, Parks and Cultural Activities

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Community Matching Fund Projects

- ❑ Ben Breman Scoreboard and Batting Cages – Completed
- ❑ Ben Brenman Ballfield Improvements – Completed
- ❑ Ben Brenman Compost Bins – Canceled
- ❑ Colasanto Splash ground – In Progress
- ❑ Ewald Parkour – In progress
- ❑ FMR-Kayak Launch Construction – In Progress
- ❑ Holmes Run Community Gardens – Canceled
- ❑ Hopkins House Hunter Miller – Completed
- ❑ Kettle Park - Simpson Triangle Group – Completed
- ❑ Lake Cook Tree Planting – Completed
- ❑ Lee Center Playground Improvements – Completed
- ❑ Lockett Field Batting Cages – Completed
- ❑ Lynhaven Park – Canceled
- ❑ Nancy Dunning Garden – Completed
- ❑ Monticello Park – Completed
- ❑ Powhatan Park – Completed
- ❑ Ramsay House – Garden Improvements – Completed
- ❑ Tucker Community Gardens – Completed
- ❑ Woodbine Tot Lot Renovation – Make a Wish – Completed
- ❑ PK Move – Parkour Equipment – Complete
- ❑ ASA Futsal at Four Mile Run – Complete
- ❑ Charles Houston Teen Center – Complete
- ❑ Water Filling Stations – Complete
- ❑ Witter Field Softball Improvements – Complete